

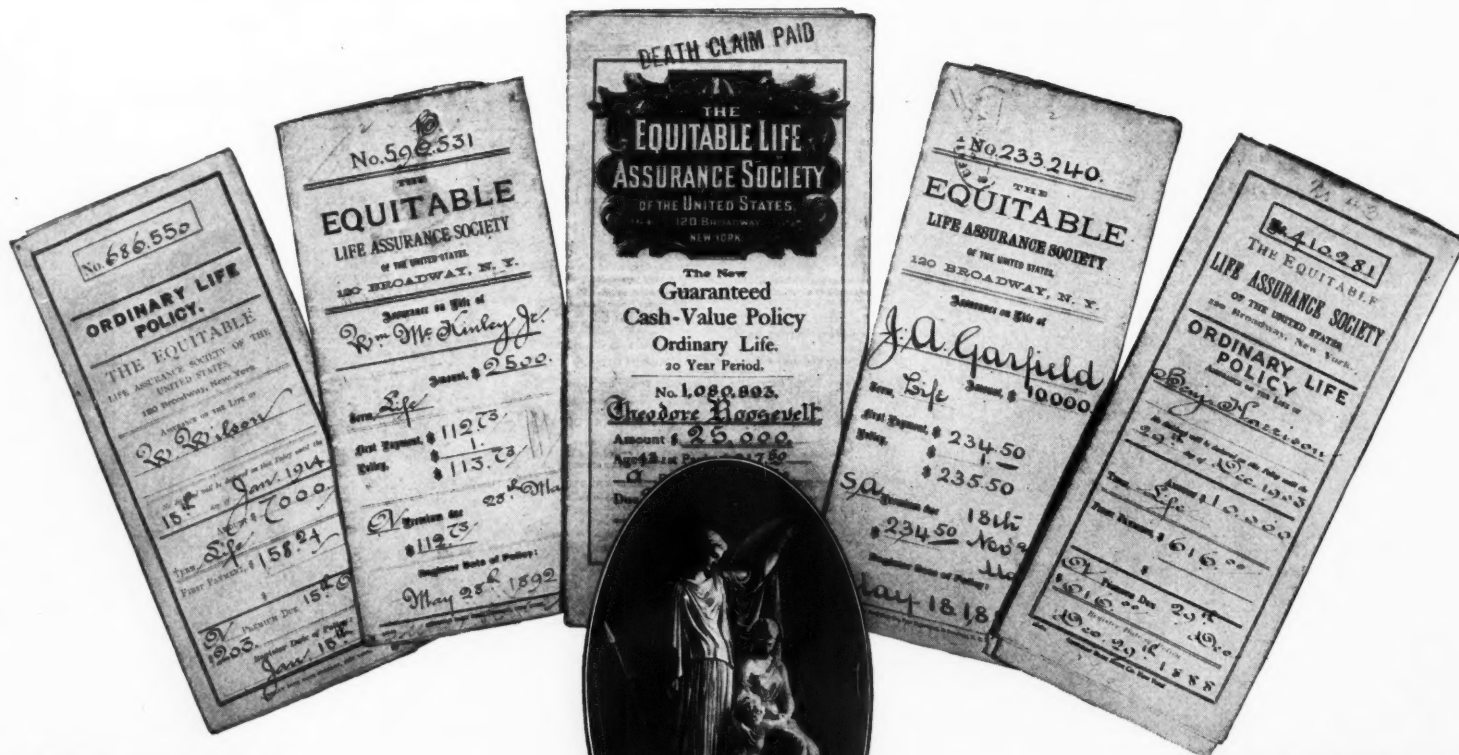
The **NATIONAL UNDERWRITER**

Life Insurance Edition

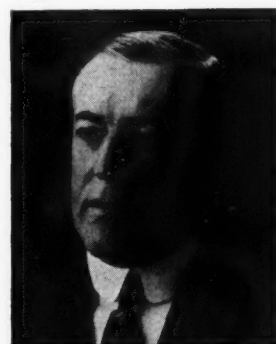


FRIDAY, DECEMBER 27, 1940

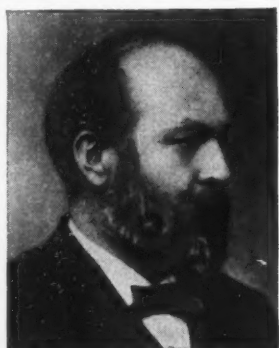
SOME MATURED EQUITABLE POLICIES ON PRESIDENTS OF THE UNITED STATES



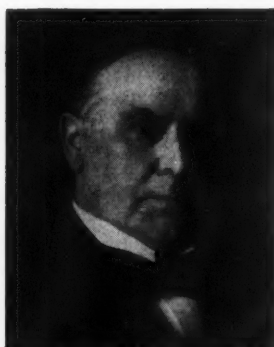
"Life Insurance increases the stability of the business world, raises its moral tone and puts a premium upon those habits of thrift and saving which are so essential to the welfare of the people as a body."
THEODORE ROOSEVELT
26th President of the United States



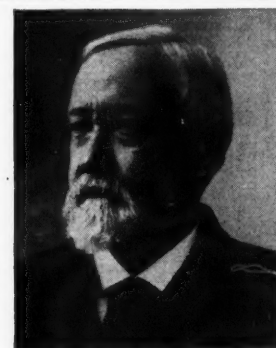
"If a man does not provide for all those dependent upon him then he has not opened his eyes to any adequate conception of human life. We are in this world to provide not for ourselves, but for others."
WOODROW WILSON
28th President of the United States



JAMES A. GARFIELD
20th President of the United States



"The benefits of life insurance should be enjoyed by the great masses of the country, the men of small means. I thoroughly believe in life insurance."
WILLIAM McKINLEY
25th President of the United States



BENJAMIN HARRISON
23rd President of the United States

THE EQUITABLE

LIFE ASSURANCE SOCIETY OF THE UNITED STATES

393 Seventh Avenue, New York, N. Y. Thomas I. Parkinson, President.

The NATIONAL UNDERWRITER

Forty-fourth Year—No. 52

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, DECEMBER 27, 1940

\$3.00 Year, 15 Cents a Copy

Companies Face Banks' Rivalry in Private Placements

**Savings Executives Urged
by National Head to
Buy Issues Jointly**

NEW YORK—Life companies which singly or in groups buy entire issues of securities will find themselves in competition with groups of savings banks, if the latter follow the advice given by M. F. Converse, president National Association of Mutual Savings Banks, at the recent meeting of the New York State Savings Banks Association. Mr. Converse, who is president of the Worcester (Mass.) Five Cents Savings Bank, dealt at considerable length with the problem of obtaining an adequate return on investments suitable and legal for savings banks.

"In many instances," he said, "the income from utility bonds has been reduced by the refunding process and in a great part the new issues have not been available for purchase by the savings banks but rather have been underwritten by groups of life insurance companies through private placement. We should explore the possibilities of savings banks entering into this method of group purchases."

A number of savings banks in New York state have had to cut their interest dividend rate from 2 percent down to 1½ percent. It is reliably estimated that almost one-fifth of all savings banks deposits in New York state now receive an interest return of less than 2 percent. The maximum rate is 2 percent.

Investment problems of savings banks are quite similar to those of life companies, except that a greater percentage of savings banks investments are in local mortgages than is the case with life companies.

Issue Spotlighted Again

Private placements again came into prominence recently through the publicity given to an address by Commissioner Sumner T. Pike of the Securities & Exchange Commission and a communication in reply by Emmett F. Connelly, president Investment Bankers Association of America.

Mr. Pike's contention was that the restrictions on new security issues imposed by the SEC were not the principal reason for the enormous growth of entire issues to a single large institutional investor or groups of such investors. Most of these sales have been to life companies, either singly or buying in groups. Mr. Pike stated that this growth in private placements was due to causes other than the operation of the securities act.

Mr. Connelly in his letter declared that private placements were extremely rare before the securities act and are still "virtually unknown except for security

(CONTINUED ON PAGE 9)

Decade of Unrest Serves to Strengthen Insurance

By CLARENCE C. KLOCK SIN
Legislative Counsel Northwestern
Mutual Life

Ten years of social unrest and business disturbance have served to make American life insurance stronger. During that time, values of many classes of property shrunk, some were entirely destroyed, and a part of the savings of the people was lost.

Except for a relatively small fraction of the business, life insurance values have remained unimpaired. Beneficiaries and policyholders have collected death claims and matured endowments, cash surrender values, and all other contract obligations, in full and on time. There probably is nothing in the history of American business that parallels this achievement of the life insurance companies.

Gains of the Year

Once again the faith of the people in life insurance was demonstrated by the purchase of more than \$12,000,000,000

Every year the annual review by the legislative counsel of the Northwestern Mutual Life is looked forward to with interest. For many years the late Henry F. Tyrrell presented this analysis which has been ably continued by Mr. Klocksin in recent years.

of new insurance, raising the total of insurance in force at the end of 1940 to \$117,500,000,000, a gain of over \$3,500,000,000. During the year the total assets of the companies rose to approximately \$30,775,000,000 — an increase of about \$1,535,000,000.

Payments and credits to policyholders and beneficiaries in 1940 will amount to about \$2,700,000,000, of which approximately \$1,700,000,000 went to living policyholders and the balance disbursed in death claims to beneficiaries of deceased policyholders.

The volume of new insurance the past few years has not fluctuated greatly, and total insurance in force has increased very gradually during that time. Life insurance selling has become more proficient, and consequently the business of recent years has shown a marked improvement in the persistency rate. It may be that over-insurance and waste incident to lapsation prevailed to some extent in the boom years of the late twenties, but they are little or no part of the picture today.

Interest Rates

While the trend of interest rates has been downward, not all present factors bear out the fear of some that the rate of return will continue to descend. It may be assumed that the government's financing and refinancing for some years ahead will be on an upward scale due to the expanding defense program, under which private capital by the billions will also have to be employed. The time will come when money will be less plentiful and then the tide will turn—as both private and public borrowers will learn!

Not a small factor in reversing the downward trend would be fulfillment of the government's plan for reciprocal taxation of future issues of federal and local securities.

The outlet for new money in both the mortgage and bond fields continued at a low level for most of the year. In the last two months there was a noticeable pick-up in new financing. Some of the investment experts believe



CLARENCE C. KLOCK SIN

the bottom has been reached, and in the months ahead new capital demands will greatly lessen the problem of investment departments in finding satisfactory and safe outlets for cash funds.

Jones-Wheeler Bill

Some apprehension was felt by insurance companies and others making mortgage loans on farm properties because of the Jones-Wheeler bill in the last session of Congress. Under the provisions of the bill, all farm mortgages (government as well as private loans) could have been refinanced through application to the Farm Credit Administration. Federal land bank and land bank commissioner loans would have been made at an interest rate of 3 per cent, and in case of default on any such refinanced loans, very liberal moratorium provisions would have prevailed. Had the bill become a law, it is probable that insurance companies and other lenders gradually would have been "eased" out of the farm mortgage field.

Monopoly Committee

The study of the life insurance business conducted for the Temporary National Economic Committee by the Securities & Exchange Commission was completed last spring, since which time a report has been in preparation for submission to Congress.

Preliminary summaries of the forthcoming report have recently been published. From them it appears that the

(CONTINUED ON PAGE 7)

Guertin Tells of Questions Before His Committee

**Fundamental Concepts in
Non-forfeiture, Valuations
Inquiry Are Explained**

Interesting slants on some of the fundamental questions which are being considered by the commissioners' committee, of which the chairman is A. N. Guertin, actuary New Jersey department, that is studying non-forfeiture values and valuation of reserve liabilities, were outlined by Mr. Guertin in Chicago at the monthly meeting of the Chicago Actuarial Club. He and his committee had conducted a hearing there in the morning at which many company men gave their views on the tentative proposal which the committee presented at the New York meeting of the National Association of Insurance Commissioners recently.

Chairman Guertin paid his respects to life companies for their great cooperation in supplying his committee with data and the cooperative way in which the company representatives approached this question at the hearings in New York and Chicago.

Expansion of Study Was Required

In the original study for the report on mortality tables which was adopted by the commissioners at their Biloxi meeting, it became evident to the committee that the matter of valuations was only a part of the question and the matter of non-forfeiture benefits would require study of the entire subject of mortality tables if the committee's recommendations were to be complete. This meant that the American Experience table had to be studied not solely from the standpoint of reserves produced, but also in connection with the calculation of withdrawal equities. Another slant was whether the old formula in combination with new tables would prove equitable.

In enlarging its study to take in non-forfeiture benefits the committee considered whether the present non-forfeiture laws discourage conservative valuations by making it impossible to use a lower interest rate and whether the laws make the use of modern tables impractical.

The committee had to start at the very beginning, Mr. Guertin said. It was quickly seen that there must be some recognition of the incidence of expenses. An important idea motivating the committee was to make sure that when its work was done and the recommendations put into effect another change would not be required in the near future.

Among things that had to be considered, Mr. Guertin explained, was whether values should be the same for participating and non-participating business; whether maximum cash values

(CONTINUED ON PAGE 9)

Luke Kavanaugh Officially Named as Col. Commissioner

DENVER—Official certification of Luke J. Kavanaugh as insurance commissioner of Colorado was announced this week by the state civil service commission.

With Mr. Kavanaugh definitely in office, there is little likelihood of any change in the department setup for a good many years and insurance people are looking forward to a period of stabilized management. The office can be vacated only by death, resignation or proof of incompetency before the civil service commission. Former Commissioner Jackson Cochrane held the office 17 years and there is every reason to believe that Mr. Kavanaugh will remain in office indefinitely.

Grades of the various candidates, as announced by the commission, were: Kavanaugh, 88; E. M. Rifkin, 81.64; C. R. Bigelow, 81.64; J. G. Donaldson, 80.45; Carl L. Lough, 75; V. L. Ticker, 74.62.

Notified Several Weeks Ago

Mr. Kavanaugh was notified privately of his top position on the examination list several weeks ago but the civil service commission delayed his certification to consider appeals for regrading by two of the applicants, Donaldson and Rifkin. After reviewing the examinations, the commission made no change in ratings.

The relative standings of the applicants would be important only if Mr. Kavanaugh should die or resign within the next couple of years or so. The civil service law provides that the last examination list shall be kept as an active list for a limited period and that its active status may be renewed for a limited time by application of those on the previous examination list. Should the certified commissioner vacate his office during the time the list is active, the high man on that list would automatically become the new commissioner.

Expect Minn. Appointment Soon

ST. PAUL, MINN.—Governor Stassen is expected to announce the appointment of a new insurance commissioner before the end of the year. It is understood he already has made his selection and all that is delaying the announcement is the acceptance of the nominee. The three men most prominently mentioned for the job are Newell Johnson, Bemidji local agent; Ellis Sherman, supervisor Penn Mutual Life, Minneapolis, and Ray Cory, Austin, Minn. life agent. Herbert Nelson, Travelers, Minneapolis, who was a strong contender for the post, has withdrawn.

Mr. Johnson was expected in St. Paul this week to confer with Governor Stassen. The political writer for a Minneapolis daily insists he has the inside track. Commissioner Frank Yetka's term expires Feb. 1, 1941.

Boom Favinger for Commissioner

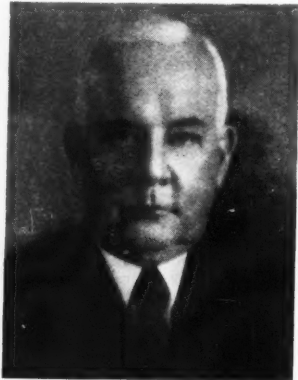
DETROIT—Friends of W. L. Favinger, Aetna Life agent in Detroit, have been booming him for insurance commissioner of Michigan. The Detroit Accident & Health Association adopted a resolution petitioning Governor-elect Van Wagoner to appoint him to this post. Mr. Favinger says he is not seeking the office, although he would consider it seriously if it were offered to him.

R. D. Beach Mentioned in Illinois

One of those included in the lengthening list of possibilities for new Illinois insurance director is Rufus Dawes Beach of the Chicago law firm of Ashcraft & Ashcraft, who is a nephew of Col. C. G. Dawes.

Pittsburgh Leader 45-Year Man

William M. Duff, president of the Edward A. Woods Company of Pittsburgh, general agents for Equitable Society, completed 45 years of service with that office last Saturday. Members of



W. M. DUFF

the agency conducted a five day campaign for new business terminating on the anniversary date. He was presented with the results at a surprise gathering at which he also received hundreds of congratulatory messages.

Mr. Duff is a trustee of the National Association of Life Underwriters, vice-chairman and a trustee of the American College and received the first diploma conferred by the college.

After graduating from high school in 1895, he went with the Edward A. Woods agency as a messenger. He has always been imbued with a determination to succeed. Coupled with that has been real ability and leadership qualities.

In Equitable Society, he is a member of the advisory committee and a member of the executive committee of the Equitable Old Guard. He is a past president of the Pittsburgh Life Underwriters Association and a life member of the Million Dollar Round Table. During his 45 years in the business he has personally written insurance for an aggregate of \$45,262,849. He carries more than \$500,000 of insurance and annuities

Penn Mutual Establishes Retirement Plan for Agents

The Penn Mutual Life has established a retirement plan for its field representatives, effective Jan. 1.

The plan involves a contribution by the company and a like contribution by the field man, based upon a percentage of the earnings of each individual. Retirement income begins at age 65. Only full-time representatives under age 61 who have been with the company for at least one year are eligible. The plan provides also for certain supplementary benefits in the event of the member's total disability, death, or withdrawal from service.

"This contributory retirement plan for the field," President John A. Stevenson said, "fulfills an objective towards which the company has been working for some time. The adoption of a sound retirement plan, which has now been approved by the Penn Mutual's board of trustees, gives concrete expression of the company's feelings of responsibility to its field force."

Editor C. M. Cartwright Now Slowly Recuperating in His New York Hotel

NEW YORK—Managing Editor C. M. Cartwright of THE NATIONAL UNDERWRITER, who was stricken here the night of Dec. 8 with a severe abdominal attack accompanied by a hemorrhage, is steadily recuperating but is still confined to his bed. He had two blood transfusions but later laboratory tests show more are unnecessary. His medical adviser, Dr. Jacob Cohen, hopes to have him gain sufficient strength so that he can return to his home in Evanston, Ill., in 10 days or so. Mrs. Cartwright has been with him constantly, acting as his nurse.

on his own life. He is a trustee of Westminster College at New Wilmington, Pa.

Murray E. Wyche, correspondent for THE NATIONAL UNDERWRITER in Chattanooga, is a reserve officer in the army and has been ordered to active duty for one year.

Flood of Sales to Draftees Hits U. S. Pocketbook

WASHINGTON—Sales of life insurance to men scheduled to be drafted into military service have reached huge proportions, a condition understood to be not entirely to the government's liking, since under the soldiers and sailors relief act the government will have to reimburse the companies for the premiums which the men are exempted from provided they have made at least one premium payment a month before being called into service. If the draftees waited and bought government war risk insurance the premiums would be deducted from their pay.

The latter point is a very effective sales argument for agents who have been doing a big business on men likely to be called. In the case of national guard units it is possible to find out at least 30 days in advance of when the unit is to be called for active duty. In such cases it is possible to do a mass-production business.

Companies on the Spot

The companies are not much more enthusiastic about this type of business than the government. In case of war there is likely to be a high mortality on this business from war causes. On the other hand, if any effort is made to force agents to stop writing it the company's motive is in danger of being misunderstood.

For as little as a single month's premium a man about to be drafted can be assured of anywhere up to \$5,000 of protection for the year he is in service and a year thereafter. It is a very appealing deal even as compared with government's low rate term insurance.

Seeks to Avoid Property Tax on Annuities

An effort to prevent imposition of an ad valorem property tax by Kentucky on the principal of annuities has been made by A. K. Whitelaw, retired official of Standard Oil of Kentucky, in a suit brought in Franklin circuit court. One of the contentions is that it is impossible to determine the fair cash value of an annuity because there can be no sale of the instrument. The constitution states that the standard for tax valuation shall be the fair cash value estimated at the price the property would bring at a fair voluntary sale. The revenue commissioner seeks to collect \$20,000 from Whitelaw in taxes, penalties and interest for the last 10 years. The question of federal and state income tax on the payments received is not involved.

Former Travelers Man Is New Maine Commissioner

PORTLAND, ME.—Pearce J. Francis has been appointed insurance commissioner of Maine, subject to confirmation by the executive council. He resigned a year ago after having served for 14 years as Maine manager for Travelers, life and accident lines. He succeeds C. W. Lovejoy, who resigned to join Massachusetts Bonding.

Campaign Winner

The Cleveland agency of the Ohio State Life carried off first honors among the agencies and Willard Morris of the Columbus agency won top honors among individual writers in the two-month campaign which the field force put on in honor of President Claris Adams. Cleveland was followed by Charleston, W. Va., Marion, Mansfield and Columbus. This is the second time in succession that Cleveland has finished first and the President's Victory Trophy will become its permanent possession.



"This approach technique has increased his number of interviews immensely."

Suggests Companies Help Pay for Office

Commissioner Gontrum of Maryland Gives Views on Permanent Headquarters

Stating that he felt sure that the insurance companies would be glad to make sufficient contributions to support headquarters for an insurance commissioners centralized office, Commissioner John B. Gontrum of Maryland has written to Commissioner John C. Blackall of Connecticut, president of the Insurance Commissioners' Association, giving his opinion on the matter of selecting permanent headquarters for the organization. He said that the contributions from the insurance companies, if worked out on some pro rata plan, should leave no obligations incurred by the association.

Commissioner Gontrum in stressing the need for permanent headquarters, feels that there should be in charge a representative of the association who would collect and distribute the information of value to the commissioners and the companies, along the lines of the Bureau of Legislative Reference, which many of the states now have. He feels that it is immaterial whether or not the official in charge should be designated as secretary, but in deference to the opinions expressed by some of the commissioners, it might be advisable to continue the present plan of having as secretary one of the commissioners.

New York or Chicago Logical Location

He does not believe that the location of the office is a matter of any consequence, and that either New York or Chicago would be the logical place. The salary for such an office manager should be at least \$5,000, and \$10,000 would not be too much.

As to the matter of a pro rata plan for collecting contributions, Mr. Gontrum feels that it might be worked out on a basis of the number of insurance companies in the various states, the amount of their capital stock, or the amount of insurance business that is done in the various states.

Might Have States Contribute

Because a number of commissioners seem to fear that contributions from the insurance companies might place them under obligations, he said that probably the best way of receiving money is to have the states contribute. He said that he plans to undertake in his own state to place the matter strongly before the board of public works so that the state shall be able to bear its share of the burden.

Each commissioner moving in his own orbit only comes into incidental contact with others, and during these rather uncertain times and probable difficult days ahead, he is convinced that state supervision of insurance will be much strengthened by having a central office or bureau of information for the association.

Duel Seeks More Funds for Wisconsin Department

Commissioner Duel of Wisconsin, in requesting an increased biennial budget for his department, stated that the insurance companies are paying Wisconsin nearly \$2,500,000 in taxes and fees "for services guaranteed them by law but denied them by inadequate legislative appropriation."

The insurance companies, he declared, have been reluctant to complain as loudly as the condition warrants for fear that they might call undue public attention to their plight and harm their own business. The department lacks funds to employ enough examiners to carry out the legal obligation which the legislature has imposed on the department. Some companies have not been examined for 20 to 25 years, he stated.

General Chairman for Mid-year N.A.L.U. Meet



LEE WANDLING

W. H. Nicholls, Jr., president Wichita Association of Life Underwriters, has announced the appointment of Lee Wandling, district manager Equitable Society, Wichita, as general chairman in charge of the mid-year meeting of the National Association of Life Underwriters in Wichita the latter part of March. Mr. Wandling served as general chairman for the Kansas state sales congress last spring, which broke all previous attendance records. He is president of the Wichita Association of Managers & General Agents.

Mr. Wandling expects to announce the appointment of his subcommittees in charge of convention activities within the next few days.

Inflation-Fearing Farm Buyers Are Answered

Inflation fearing farm buyers are common these days and when a disturbed agent appealed to Spiller Hicks, Richmond general agent Provident Mutual, for advice on answering inflation questions, Mr. Hicks sent him the following convincing answer:

"You state that a very shrewd and intelligent business man tells you that he is not interested in putting any more money in life insurance. On the contrary, he is borrowing every dollar he can on his insurance in order to put it into real estate, because inflation is coming. Another friend tells you that he is saving some money now so that he can put it in some farmland in Kentucky, because inflation is coming. This coming inflation is certainly no news to us, because we have heard of nothing else during the past seven years, during which time billions of dollars of life insurance have been bought, and billions of insurance funds have been paid out to widows and children. All this has happened while 'inflation talk' has been going on around us. In retrospect, which men were wise and which were otherwise: The men who 'talked inflation' or the men who bought life insurance?"

Smartest Man Inflates Estate

"The smartest man I know is the man who inflates his estate 4,000 percent by buying a life insurance policy (the premium on an ordinary life insurance policy at age 35 is about 1/40 of the face value). On Dec. 15, 1938, right here in Richmond one young man capitalized his life value. On Labor Day, 1939, he was drowned. His widow paid the bills and is receiving an income in excess of \$100 a month. This is just about the most tangible case of real inflation that

we know of. For the widow it was a miracle.

"Until your two friends each have at least enough life insurance to enable them to pay all of their debts, guarantee their widows a life income, guarantee their children an education, and guarantee themselves a retirement income—until they have done this, they need life insurance. I think the trouble with us insurance men is that we try to show what life insurance will do in comparison with what other investments will do, and stop there, instead of showing that life insurance is entirely different from any other investment. How can your friend make a small down payment on the farm and own the farm, or how can he pay 2½ percent or 3 percent interest on the farm and at the same time own it? How does he know he is going to live long enough to pay for the farm, inflation or no inflation?"

"Farming purely as an investment is something new to us in this section of Virginia. It sounds like a farm-owning ruralite is about to take unfair advantage of an uninformed urbanite.

How Many Do Invest Profitably?

"How often do we have policyholders tell us they can invest their insurance money in other things! How rarely do we ever have one tell us that he did invest his insurance money profitably! We wonder why it is that we have never had even one widow tell us she was glad her late husband borrowed on his life insurance. Strange as it may seem, we have actually been criticized for letting 'dad' borrow it. A policy with a maximum loan reminds us very much of a home in winter after the heating plant has been taken down to the finance company for collateral.

"If your friend is sincere and really believes that he can buy real estate now at such a low price that it will double in five or ten years, then will it not be wise for him to now insure his business acumen by the addition of 1 percent to the purchase price of the farm (a five or ten-year term will do the trick). If he goes up while the farm goes down, his family will not suffer.

Results of Borrowing

"When a man borrows money on his insurance policy in order to buy real estate, he does two things:

"1. He at once decreases the value of his cash estate. In 90 percent of cases the heart of his estate is the cash value of his insurance, cash that would be available to his family. Isn't it inconsistent to take the heart out of an estate in order to speculate in something that may not return his family one penny?"

"2. He must earn 6 percent on his real estate each year in order to break even with the board. It is true the interest on loans under new policies is only 5 percent but the man you are talking about has no such policies with a loan value. Business men tell us they can not earn 6 percent net on real estate.

Tell of Men Who Failed

"When a prospect starts talking about investments to a life insurance man, then is the time to tell the tragic stories of many men who did not live to complete their plans or to tell of good investments that somehow turned out to be bad, to bring the prospect face to face with the fact that tomorrow he may be dead, and many embryonic millionaires are in the cemetery. If the prospect has a gizzard instead of a heart, then the quickest thing to do is to call on another prospect who loves his family and realizes that if he fades out of the picture, his loved ones will need a cash income from insurance and

(CONTINUED ON LAST PAGE)

THE THREE DOCTORS

There were two doctors who leased an attractive old residence and converted it into an infirmary. They prospered, had forethought, bought business insurance, completing an agreement for liquidation of interest.

When the unexpected happened, the plan went into action.

1. The widow did not have to take 25 cents on \$1 for her share of the accounts. She did not have to sacrifice her husband's share in equipment. She did not have to assume his share of the payments on the lease. All this the agreement took care of. And she and her children live in the same house, still receive all-important monthly income.

2. The surviving doctor, now owning the whole set-up, was able to continue, collecting the accounts at a favorable rate. Thus, instead of an income reduced, it increased for a time. He had the time to select carefully a new partner to fit into the organization. The buy-in funds from the new partner liquidated some indebtedness on his own home.

3. The new partner stepped into an opportunity he might not have had, was able to improve his own earnings.

4. The new partnership is doing well,—and is now insured.

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Revival of Peoples Committee Causes Uneasiness

NEW YORK—The "peoples committee to defend life insurance and savings," whose efforts in the recent campaign caused the life insurance companies to be unjustly accused of participating in politics, will be continued on a permanent basis, according to an announcement sent out by its secretary, Robert E. Smith of New York City. The committee has got C. Vivian Anderson, Provident Mutual, Cincinnati, to serve as a member of its large directorate, which also includes several other life insurance men.

Mr. Anderson is a member of the National association's law and legislative committee and a former National association president. The majority of National association leaders, however, are strongly opposed to what the committee proposes to do. They feel that even though it proposes to operate on an "entirely non-political and non-partisan" basis it will attempt to drag life insurance into politics and that judging from the methods it has used in the past it will probably do its work without adequately informing itself as to what is the real interest of the policyholder and with scant right to set itself up as the representative of policyholders generally.

As outlined in its announcement, the committee's work will be to keep policyholders and the public apprised of developments affecting their interests.

Current Measures

"It is interested in current measures, not candidates in future elections," the announcement states. "It believes that private enterprise and the American way of living will be importantly affected by the present administration and the present Congress. Therefore, by an impartial analysis of current federal legislation affecting securities held by life insurance companies and savings banks, it will be able to keep policyholders and savings bank depositors informed of any government steps leading toward unwarranted federal regulation, governmental competition or discriminating taxation—which, of course, it will oppose as inimical to the interests of private enterprise, reflected in 30 billions of dollars of life insurance assets, in addition to more billions of dollars owned by savings bank depositors."

Any such government encroachment on private enterprise, the committee states, "would be detrimental to nearly 65 million life insurance policyholders and 48 million savings fund depositors, by encouraging inflation, increasing premium rates on outstanding policies, further cut in dividends and a further decline in interest rates paid by savings banks."

In spite of its non-political professions, the committee's announcement states that "recent 'independence' of members of congress in refusing to 'go along' with the administration has encouraged the committee to recognize the need of public support for such legislators 'because of their broad understanding of the vast economic problems with which the country is now faced.'"

Fears Invasion

The announcement states that "some among the committee feel that the new deal is determined to invade the life insurance field for the purpose of building up its political organization to obtain control of the \$30,000,000,000 in assets of life companies and to use the flow of premiums for financing the federal government, 'just as the administration is now able to force banks to buy federal obligations.'"

In its publicity release the committee takes a slap at life company management, intimating that executives are concealing important developments from policyholders.

"For reasons best known to themselves," the announcement states, "in-

STOCKS

H. W. Cornelius of Bacon, Whipple & Co., 135 South La Salle street, Chicago, gives the following stock quotations of life companies as of Dec. 23:

	Par	Div.	Bid	Asked
Aetna Life	10	1.40*	26 1/4	28
Conn. Genl. . . .	10	.80	23	25
Contl. Assurance	10	2.00	37	39
Life & Cas. . . .	3	.50	10	11
Lincoln Natl. . . .	10	1.40*	29	31
New World Life	10	.30	4	5
N. W. Natl. Life	7.50	.30	10	12
Ohio Natl. Life.	10	1.25	25	27
Old Line Life. . .	10	.60	10	12
Sun Life, Can. . .	100	15.00	220	240
Travelers	100	16.00	395	415
Wis. National. . .	10	1.00	15	17

*Includes extras.

surance executives have failed to advise their policyholders how the new deal has affected their interests. In the recent campaign we found policyholders eager to have this information and insurance agents anxious to cooperate in distributing it."

Public Confusion

The fact that the committee is taking this tack—imputing mysterious motives to life company executives and pursuing its pre-campaign anti-new deal course—has caused many of those influential in the life insurance business to feel that the committee's work is at best irresponsible and holds possibilities of spreading public confusion about life insurance at a time when those in the business are making every effort to bring about clear thinking.

Besides Mr. Anderson life insurance men on the board of directors include P. B. Rice, Equitable of Iowa, Youngstown; and Foster Vineyard, Aetna Life, Little Rock. The main figure in the committee is Mr. Smith, who manages the "National Conference of Investors" and a couple of railroad bondholders' protective committees.

Cassidy Honors 30-Year Veteran

SAN FRANCISCO—Featured by an impressive presentation of a 30-year service pin to Tom Proctor, veteran leading producer of the Pacific Mutual Life at Santa Rosa, the annual Christmas dinner of the H. K. Cassidy agency in San Francisco was addressed by Vice-President W. M. Rothaermel.

The victory of the Cassidy agency in a contest with the Oakland agency was celebrated. Ted Dreyer, Oakland general agent, presented a "trophy" of humorous character to the winners. In return the girls of the Cassidy agency presented Mr. Dreyer with a wreath.

L. G. Campbell, veteran of 38 years with the Oakland agency, presented the 30-year jeweled pin to Mr. Proctor.

Cunneen Sees Danger of Restrictive U. S. Legislation

WASHINGTON, D. C.—Danger that current attacks on insurance may bring restrictive federal legislation was pointed to by T. F. Cunneen, United States Chamber of Commerce executive assistant for insurance, speaking before the Insurance Club of Washington.

"The Securities & Exchange Commission," Mr. Cunneen said, "is about to make public its exhaustive report on insurance practices. It is said the report carries suggestions that may forecast legislative proposals for federal supervision and regulation of the industry."

Mr. Cunneen also classed the exhaustive study of insurance conducted by the TNEC as a not too friendly approach to insurance problems.

N. Y. Midtown Managers Elect

NEW YORK—T. W. Foley, State Mutual, has been elected president of the Midtown Managers Association of New York City. Other officers are G. C. Schirmer, New York Life, vice-president; and D. T. Hirsch, Security Mutual, secretary-treasurer.

TIME TO "TAKE STOCK"

The year's work is approaching its close. Soon you will turn the page and 1940 will be history.

May we all not plan 1941 in such a way that we can take fuller advantage of the opportunity to serve our fellow men?

Our product—Life Insurance—pays bills, it retires mortgages, it buys education and it provides security for the family.

Nobody but the Life Insurance agent has these commodities for sale on the installment plan, all in one contract. Start now to "take stock" and plan your best year in 1941.

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**

C. A. CRAIG, Chairman of the Board
NASHVILLE
HOME OFFICE
TENNESSEE
C. R. CLEMENTS, President
NATIONAL BLDG.
SHIELDS
YOU

LIFE AGENTS who do not already have a good line of Accident and Health policies can supplement their incomes by furnishing their clients with coverage providing

"An Income When They Need It Most"

Illustration of
NON-CANCELLABLE, GUARANTEED RENEWABLE

INCOME PROTECTOR SPECIAL POLICY

(Issued Only to Business or Professional Classes)
of which there are over Four Hundred

PROVIDES BENEFITS OF

- \$100.00** per month for total disability from accident.
- \$50.00** per month for partial disability from accident.
- \$100.00** per month for total disability from every form of sickness, except venereal, regardless of house confinement.
- \$100.00** for identification and transportation if away from home and helpless on account of illness or accident.
- \$5,000.00** for loss of life by accident. (Including Accidental Drowning.)
- \$5,000.00** for loss of both hands, or both feet, or one hand and one foot by accident.
- \$5,000.00** for loss of sight of both eyes.
- \$2,500.00** for loss of either hand or either foot.
- \$1,250.00** for loss of sight of one eye.

PAYS DOCTOR'S FEES FOR NON-DISABLING INJURIES

SPECIAL FEATURES

1. Strictly Non-Cancellable;
2. Guaranteed Renewable to Age 65;
3. No assessment, reduction in benefits or increase in premium at any time;
4. Policy cannot be ridered or restricted after issuance;
5. No reduction in benefits due to change of occupation.

HOSPITAL AND SURGICAL REIMBURSEMENT BENEFITS UP TO:

- \$5.00** per day up to 70 days on any one claim while confined to a hospital
- \$10.00** for operating room
- \$10.00** for anaesthesia
- \$10.00** for X-ray or Fluoroscope examinations
- up to \$150.00** for surgical operations

OUR COMPLETE LINE INCLUDES PARTICIPATING LIFE INSURANCE
OVER \$2.00 IN ASSETS FOR EACH \$1.00 OF LIABILITIES

**LOYAL PROTECTIVE LIFE
INSURANCE COMPANY**

BOSTON, MASSACHUSETTS

WESTERN OFFICE
Portland, Ore.

CANADIAN OFFICE
Toronto, Ont.

Established 1895

Take New Great-West Life Official Posts



M. F. CHRISTIE
President



W. P. RILEY
Vice-president

Bierbaum Is Named First Brooklyn General Agent

R. F. Bierbaum, a leading agent of the Bruce Parsons general agency of Mutual Benefit Life in Chicago, has been appointed the first general agent in Brooklyn by that company succeeding Major R. F. Migdalski, who has had charge as managing agent for the last year pending selection of a general agent and for some time previously while the office was a branch of the former sole New York City general agency. Major Migdalski joined the New York agency in 1921 fol-



R. F. BIERBAUM

lowing a 19 year career in the U. S. Cavalry.

Mr. Bierbaum, a native of Washburn, Ill., and a graduate of Elmhurst College in 1922, for three years was a salesman for the National Cash Register Company, then became the manager at Rochester, Minn., and Columbus, O.

He entered life insurance work in 1931 with Union Central Life at Cincinnati, and in 1937 was appointed supervisor by the Mutual Benefit at Peoria, Ill., becoming production manager there the next year. He joined the Parsons agency in 1938 as an agent, in his first year leading the Mutual Benefit producers in Chicago in volume, and second in number of lives written. He qualified in his first year for membership in the National Associates, top 25 club, and this year was one of the 10 who won a trip to the home office in the six-week "Quality Pays" drive.

Mr. Bierbaum comes of a long line of ministers of the Evangelical Reformed

church, of which his father and brothers are ministers.

He was tendered a luncheon before his departure by General Agent Parsons and at an agency meeting was presented a pen and pencil desk set.

General American Names Two

Appointment of E. V. Boisaubin and Erwin J. Druke as representatives of General American Life has been announced.

Mr. Boisaubin, a St. Louisan and a graduate of St. Louis University law school, will be accident and health supervisor for General American St. Louis agency.

The General Insurance Corporation, of which Mr. Druke is president, will act as general agent for General American Life at Phoenix, Ariz. Mr. Druke has 10 years of experience in insurance selling.

Sues Actuary of Ia. Department

DES MOINES—Columbia Mutual Life of Sioux City, Ia., has filed suit against B. Russell Thomas, examiner in the Iowa insurance department, to recover \$1,000, which was the amount of a bond that was stolen by a former employee of Columbia Mutual.

Mr. Thomas, who has been named actuary and second deputy of the Iowa department, was in charge of the affairs and assets of the insurance company on Jan. 18, 1938, when an investigation was being made, according to the suit filed in Polk county district court.

The employee, Clemens J. Ahmann, 50, former secretary-treasurer of the company, was sentenced in 1938 to five years on a charge of embezzling \$27,500 in bonds from the company.

In the suit Columbia Mutual charged that Ahmann had been able to remove the \$1,000 bond involved because of "the carelessness and negligence of the defendant."

Big Production in Starr Month

More than \$2,000,000 of new business was produced in the annual President Starr month of United States Life. The top four on the basis of contest points were G. J. Gibas, general agent New York City; Bernard Berry, New York City; A. J. Montilla, Honolulu, and Mrs. Josephine Hong, New York City. Top agency prize went to the J. F. MacGrath agency, New York City, for greatest volume over quota. The Gibas agency won the prize for greatest percentage of business over quota, both agencies more than doubling their quotas.

Doyle Named at Oswego

United States Life has appointed the J. P. Doyle agency as general agent at Oswego, N. Y. The agency was established in 1896. The present head, W. S. Doyle, took charge 12 years ago when

his brother, the agency's founder, died. F. M. McDonough, agency organizer for the Mutual Life in Syracuse before joining the Doyle agency three years ago, will have charge of the life and accident and health department.

Arthur S. Mitchell, Penn Mutual, Brookings, S. D., had a busy month in November. As president of the South Dakota Association of Life Underwriters he supervised a successful sales congress, then he was successful in the November election, being re-elected state senator for a second term, and to show that a busy man can produce business, he led his company in cases for the same month.

Robert Merriman, vice-president of Scranton Life, is basking these days in the honors of his son, Robert Merriman, Jr., who is a senior at the University of Michigan. Young Merriman is sports editor of the Michigan Ensign Yearbook and is now in Fort Lauderdale, Fla., with the University of Michigan swimming team for the holidays.

The New York City Life Agency Cashiers Association had a Christmas dinner party Dec. 19.

Nicholson Ill. Department Examiner of Securities

SPRINGFIELD, ILL.—E. E. Nicholson, former head of the building and loan department of the state auditor's office, is examiner of securities in state insurance department, having joined the department when Hayden Davis became director. Nicholson has aided Davis in the Abraham Lincoln Hotel.

Turkeys for Contest Winners

Agents and agencies of the Wisconsin National Life that fulfilled insurance sales quotas in a contest conducted by the company Nov. 15-Dec. 15 in five midwestern states have been sent live turkeys, averaging 25 to 28 pounds in weight and all raised near Oshkosh. This is the second year the company has expressed live turkeys to its live agents as sales awards.

Kastner Speaks in Omaha

Ralph H. Kastner, associate counsel American Life Convention, Chicago, will address a meeting in Omaha of the Nebraska Bar Association Dec. 27, on life insurance companies' war clauses and the soldiers' and sailors' relief act.

Yes...

WE WRITE SURPLUS LINES!
STANDARD OR SUBSTANDARD

Full Commissions

Non Forfeitable Renewals (Nine 5's)

Single Case Agreement or Contract Basis

Modern Underwriting

Reserve Loan Life
Insurance Company
of Texas
DALLAS

Registered Policies

W. T. O'DONOHUE, President

Klocksins Reviews Life Insurance Year

(CONTINUED FROM PAGE 1)

SEC has gone beyond the original purpose of the study; that is, the effect exercised by "the tremendous investment funds controlled by our great insurance companies * * * with particular relation to their use as an instrument of economic power." Be that as it may, the summaries indicate that the report will be critical of certain alleged abuses in the business, such as industrial life insurance, high-pressure selling, present accounting practices and annual statement exhibits, and methods employed by state insurance departments in the examination of companies.

Can Answer Charge

Of special interest to most companies is the apparent conclusion of the report that the companies have "sterilized" their funds and prevented them from flowing into new enterprises where the element of venture or risk is present. Without doubt, the companies can prove that their funds have never been static, and as to so-called venture capital, everyone connected with the business knows that neither state laws nor management policy has permitted the trust funds of policyholders to flow into speculative channels.

In a number of places in the report, there is an implication that there should be some form of federal regulation of the life insurance business. There has been little to indicate that the Congress intends to enact legislation of a regulatory nature, although several approaches to the problem have been discussed. Validity of any congressional regulatory plan is still open to question, as is also the right of Congress to subordinate the taxing power of the states. In any event, no regulatory plan would be considered without hearings and an opportunity for full discussion by all parties in interest.

PARTIAL PLAN

It is believed the SEC realizes the difficulties that would be encountered in Congress with a general regulatory measure, and for that reason would support a partial plan providing for uniform accounting practices and annual statement requirements, and the right of the government to conduct company examinations. Furthermore, the SEC has been sounding out company sentiment in this connection before making any definite moves in Congress.

Following completion of the TNEC hearings, the American Life Convention filed a statement with the committee, embracing a history of insurance supervision by the states and a ringing endorsement of the present system.

A special committee of life company executives made a comprehensive study of the material presented at the hearings and prepared and filed a statement of principles and policies with the TNEC, for the purpose of correcting and clarifying certain portions of the recorded testimony, 178 companies becoming signatories to the statement, perhaps the largest number ever joined in one common purpose.

Soldiers and Sailors Relief Act

Incorporated in the soldiers and sailors civil relief act, which became effective Oct. 17, are provisions substantially similar to the 1918 act. The benefits apply to any person in military service who holds a policy or policies of life insurance up to a face value of \$5,000. The government agrees to keep such insurance in force through a monthly accounting between itself and the insurer, issuing a certificate for the premiums due and retaining a lien for the amount thereof against the cash surrender value of the insurance. Final settlement of the certificates held by the insurer is to be made one year after the act expires, May 15, 1945.

In case the military service of the insured is terminated by death, the amount of any due and unpaid premiums with interest will be deducted from the

proceeds of the policy. If the insured does not pay the insurer all past due premiums with interest within one year after termination of his military service, the insurance will lapse at that time, and the insurer will have to account to the government for the cash value thereof.

National Service Life Insurance

Of far-reaching importance to life insurance in general is the national service life insurance act, passed by Congress and effective Oct. 8. A system of life insurance is provided for officers and enlisted personnel, including persons selected for training in the land and naval forces. Any such person may apply for the insurance for an amount between \$1,000 and \$10,000. The original insurance is to be a five-year level premium term policy convertible to ordinary life or 20 or 30-payment life, on any premium date, after one year and within the five-year term period. Premiums are payable monthly by deducting the amount from the serviceman's paycheck.

Upon effective date of the act, no new applications will be received for U. S. government life insurance under the provisions of the world war veterans act of 1917. This law was quite generally endorsed by the companies and their field representatives. Only \$2,500,000,000 of this insurance remains in force. This is about 5 percent of the maximum in force at one time.

Believe Provisions Too Liberal

The new act has been the subject of considerable discussion in life underwriter circles, and the prevailing thought is that the government was too liberal in covering the peace-time trainees. Many felt the insurance should be available only to persons who enter the regular military service. Some believed the C. J. Zimmerman plan submitted at the meeting of the National Association of Life Underwriters in Philadelphia should have been given consideration by Congress. Under that plan the government would have assumed all of the costs of the insurance, and the benefits would have been paid in the form of pensions. Under the new law, the government will collect premiums for the insurance, while assuming a risk that is impossible to calculate.

Will Be More Extensive

Within the next three or four years, it is expected that several million men will go into training, each for a period of one year. All will be entitled to apply for and retain the insurance available under the act. It appears certain that if the law stands as it is, the government will be in the life insurance business to a far greater extent than it was when it embarked on the insurance program of the world war veterans act of 1917.

One factor must not be overlooked. The government has again emphasized the importance of life insurance coverage, and this recognition is of tremendous value to the private insurance carriers and their field representatives.

Social Security Act

On the recommendation of the American Federation of Labor, the Social Security Board sponsored amendments in the 1940 session of Congress to broaden the social security act. Inclusion of several millions of agricultural workers, domestic servants, professional workers, and insurance agents on commission under the old age benefit title was proposed, while increased weekly benefits for employees under the unemployment compensation title of the act were sought. Sentiment in Congress, however, seems to be against frequent changes in the act, and the proposed amendments were shelved. Without doubt, similar amendments will be sought at the approaching session of the new Congress.

Working for a solution of some of the

What is PROVIDENT COMPLETE PROTECTION?

It is a plan that safeguards income from the
Four Horsemen of

1. ACCIDENTS
2. SICKNESS
3. OLD AGE
4. DEATH

The NON-CANCELLABLE Policy Provides:

\$200 a month for accidental injury
(From first day for as long as two years for any one accident)

\$200 a month for sickness
(from 15th day for as long as one year from any one sickness)

\$150 a month for Hospital expenses plus liberal schedule surgical fees
(up to 90 days. Medical Reimbursement may be added)

\$200 a month Retirement Income

\$20,000 as death benefit to beneficiary

\$40,000 for accidental death, as income for beneficiary

PLUS

Waiver of Premiums During Disability!

IT'S COMPLETE PROTECTION—

Every feature NON-CANCELLABLE and guaranteed fully renewable!

(Smaller amount of each feature available)

Wide choice of Life policy forms.

SAM E. MILES, Agency Manager
Life Department

PROVIDENT LIFE AND ACCIDENT INSURANCE COMPANY

Chattanooga Since 1887 Tennessee

More than a half-century's experience in Personal Protection built into this COMPLETE PROTECTION Program.

complex problems of supervision, the National Association of Insurance Commissioners made further progress toward unified action at both their mid-year and year-end meetings.

After a three-year study of real estate values by a special committee, the commissioners approved the committee's report establishing rules of procedure for determining the fair value of real estate owned by the companies. Closer scrutiny also will be given the bond portfolios through the adoption of a report of the sub-committee on valuations.

The new gain and loss exhibit adopted through the efforts of a special committee of the committee on blanks is expected to obviate some of the defects and shortcomings of the old exhibit.

A special committee report embracing a modern mortality table for valuation purposes was adopted a year ago, together with model legislation designed to make the recommendations effective, while at the recent December meeting a tentative report was submitted by the same committee on the related subject of non-forfeiture values. A final report on this feature will be submitted at the meeting of the commissioners next June.

WAR CLAUSES

While war clauses have not as yet been generally adopted by the companies, it is certain that should the United States become involved in war, some limitation and extra premium will be required under policies issued to those liable to war service. In the interest of securing a uniform clause, the insurance commissioners at Hartford last June gave the companies an opportunity to express themselves on the subject. It was pointed out, however, that disposition of this problem was the companies' responsibility. Should war come unexpectedly, sufficient progress has been made to enable the companies to adopt, and the commissioners approve, a satisfactory clause in due time.

Underwriter's Opportunity

The past year witnessed a series of developments of great interest and importance to the life underwriter. First, there was the discussion of the plan dealing with the adjustment of agents' compensation submitted by the Sales Research Bureau at the meeting of the Life Agency Officers Association and, second, the adoption of pension and retirement plans for agents by a few companies. While neither of these proposals has been put into general practice, both have gained headway and will receive further consideration the coming year.

Two other items affecting field operations during the past year were stricter enforcement of the agency practices agreement and renewed efforts for prompt cancellation of contracts of non-productive agents. Both will be live subjects in 1941.

Life underwriting is a profession. The chartered life underwriter is a real asset to the life insurance business and to his community; likewise are the thousands of agents who have earnestly applied themselves to the task of selling life insurance to fit the needs of their clients. Improvement is a constant challenge to those agents who are ready to assume greater responsibilities. It is good that life insurance is "sold," for selling it makes it good life insurance.

Summary

What are the life underwriter's opportunities today? For men of industry and ability, the field of operation is vast and only partly explored. It is certain that industrial activity in the coming year will be greatly expanded. Thus, new vistas for life underwriters are sure to appear. The people are becoming more insurance-minded year by year. All factors considered, the volume of new life insurance should rise. The road to opportunity can be found by all who will seek it.

Despite the tragedy that involves most of the world and which may concern the

United States more and more, our pattern of life is going forward to greater achievements. There may be some temporary set-back due to the present conflict, but the future of America is safe. The experience of the past is our assurance for the future.

As a vital force and influence upon the people's welfare, life insurance has given material assistance to the upbuilding of our system of free enterprise. It is fully prepared to do its part to strengthen and maintain the high standards established and developed by it for more than a century.

Minnesota Single Premium Surrender Maximum 2½%

ST. PAUL—The Minnesota supreme court held this week that a surrender charge of more than 2½ percent on single premium policies is illegal under the Minnesota law. The decision was in a friendly action brought by the John Hancock Mutual Life against Commissioner Yetka, to determine if the commissioner had authority to disapprove a single premium contract that provided for a decreasing surrender charge of not over 3½ percent at the end of the first policy year; after the fifth year the surrender value would be the policy reserve.

The court held that the commissioner not only had the authority but under the law must disapprove the John Hancock charge. It reversed the lower court, which held in favor of the company. The upper court held that the 3½ percent charge would "be obvious and indefensible discrimination against holders of single premium policies because they pay in advance the whole of their insurance."

S. L. Morton Answers Attack

Stratford Lee Morton, of the Morton & Morton agency of Connecticut Mutual Life in St. Louis, is the author of a lengthy letter to the editor of the St. Louis "Post-Dispatch" that was printed the other day. He was prompted to write because of an editorial in the "Post-Dispatch" entitled, "A Report on Life Insurance," which asserted the theory that the savings represented in life insurance assets are "sterilized" and the wealth is prevented from going into new business.

"If you are interested in helping the policyholders of this state to a greater security and eliminating such tragedies as the Central States failure," Mr. Morton stated at one point, "you and other good papers can do so by seeing that the insurance laws of Missouri are made as strict as New York, Connecticut, Massachusetts and Wisconsin, where no failures have been experienced and where outstanding officials are appointed to enforce the law."

The "Post-Dispatch" has been antagonistic to insurance over a period of years.

Henderson Agency Is Winner

The E. E. Henderson general agency of Pacific Mutual Life in Chicago won in its inter-agency contest in December with the agencies of which F. J. Schwentker is general agent, at Phoenix, Albuquerque and El Paso, with \$208,020 of new business and 129.5 percent of combined life and accident quota.

The Henderson office had 20 percent increase in the year with \$1,630,451 "Big Tree" units on a paid basis, there being substantial increase in both life and accident business. V. M. Sieving with \$501,270 won "top star" designation in his fifth year. General Agent Henderson was next with \$301,429. The latter was presented by his staff a fluorescent desk lamp.

Alliance Life Christmas Party

PEORIA, ILL.—A. J. Schmidt, executive vice-president, gave the greetings of the management, and S. E. Campbell was general chairman of a "double" Christmas party in the Alliance Life offices here, with about 75 employees and their families in attendance.

Urges Salesmen to Sell National Defense to Public

ST. LOUIS—The nation's salesmen were called upon to mobilize to sell the American people the need for unified effort to speed up the national defense program by Holgar J. Johnson, president of the Institute of Life Insurance. Addressing the sales managers' bureau of the St. Louis Chamber of Commerce, he predicted that the bottleneck in national defense preparations will disappear and the pace of operations will be quickened when the American people are made fully aware of the urgency of the situation.

Vital Stake in Democracy

The nation's salesmen, because they have a vital stake in democracy, must take the biggest selling job they have ever tackled, that of keeping the values and responsibilities of democracy alive in the minds of the American people and in combatting the propagandists who would sell alien philosophies to the public. Under democracy the salesman has a place, while under a totalitarian system he does not.

Pension Plan for Mutual Life, N. Y.

NEW YORK—The Mutual Life of New York will on Jan. 1 inaugurate a retirement plan for full time representatives, President L. W. Douglas announced in a Christmas letter to managers and general field club members. The plan is on a contributory basis. Full details will not be available pending final approval by the New York insurance department. Each eligible representative will be given an opportunity to deposit with the company each year an amount based on new and certain renewal business. These deposits, plus specified contributions made by the company, will be accumulated at interest and at the retirement age selected the amount credited to the representative will become available through one of three liberal income options. The plan is exceedingly elastic, making provision for total and permanent disability and for other contingencies.

Commenting on the plan, George A. Patton, vice-president and manager of agencies, pointed out that the contributory basis of the plan will provide additional security for career representatives.

Where are you going to live in 1941?

Where you are located does make a difference in your business. In 1939 70% of the Ordinary Life Insurance bought in the South was bought from Southern Companies!

Our full time men have the largest average ordinary production of any Southern Company.

We have the largest average size policy of any Southern Company.

Our first 25 Leaders in 1939 averaged \$6,282.18 earnings for the year.

All this and more too, from Southern men with "A Southern Company of Character"

The VOLUNTEER State Life Insurance Co.

Chattanooga, Tennessee

Cecil Woods
President

Howard Blanton
Agency Vice-President

Companies Face Banks' Rivalry

(CONTINUED FROM PAGE 1)

issues which would otherwise be subject to registration under the securities act." He said that more than \$3,000,000,000 of securities which would otherwise have been subject to registration and available for purchase by the public have been sold to private placement in the last half dozen years.

Quotes Life Executives

Quoting life company executives in support of his contention that the securities act was the primary factor in the growth of private sales of securities, Mr. Connely questioned the popular belief that such sales as these resulted in a complete saving of the underwriting costs or commissions. He stated that in close examinations of the records of many private placements he has been unable to discover that the issuers had succeeded in saving the underwriters' commissions.

Mr. Connely also brought up some of the other arguments against private sales, including the contention that smaller institutional investors, such as small insurance companies, savings banks, trust funds, educational funds, and the like are gradually being crowded out of the high-grade investment market because of the growth of private placements.

The private placement question has for several years aroused more or less hostility among investment bankers toward life companies which have taken this means of making investments. Nearly two years ago, when the TNEC investigation faced the life companies, it was predicted that the SEC, irked at having its authority by-passed in this fashion and needed by the irritated investment bankers, would make quite an issue of private placements. Considerable attention was given to the subject but while the SEC experts did all they could to show the large percentage of new issues absorbed through private placement, nothing was brought out that in any way reflected on the entire soundness of the procedure or gave much comfort to the opponents of the practice.

If any of the life companies which have not participated in private purchase of securities have felt themselves appreciably harmed by it, they have been remarkably quiet about it. In view of Mr. Connely's statement on this point, it is notable that the SEC did not call any witnesses to show that they had been harmed by private placements brought by larger companies.

Guertin Tells Some Objectives of Study

(CONTINUED FROM PAGE 1)

should be stipulated as well as minimum cash values; what to do with the interest rate.

Another question was whether the plan should provide for withdrawal dividends, and whether these should be applicable only to participating business, or whether to participating and non-participating companies as well. Connected with this was the important question of what might be the effect of the committee's conclusions on substitution of policies.

Mr. Guertin said that in his opinion one of the most important features of the whole problem from the standpoint of the companies' interest was the matter of public relations. He felt that this was of tremendous importance to the companies. So long as the companies continued to use the term "American Experience table" which has been widely publicized as obsolete, they would be constantly on the defensive in that they would constantly have to prove that the use of the table did not result in in-

equities. It seemed better, he said, to use modern tables even though inequities might be removed in using older tables.

Walter Green, club president, said he was impressed with the courage of the committee and the importance of the question it was considering.

Two other members of the committee were present, F. E. Huston, Chicago, and Ray Haffner, Illinois department actuary, recently appointed on the committee. Visitors included K. B. Piper, actuary Provident Life & Accident; W. Ralph Jones, president National Fidelity Life, Kansas City; Dr. E. L. Marshall, vice-president and actuary Lafayette Life; R. J. Learson, actuary Western & Southern Life; L. H. McVity, actuary Business Men's Assurance, and Archibald H. McAulay, Northwestern National Life. R. E. Lane of "Flitcraft" discussed a paper on a general formula for cash values which he presented at the Actuarial Society of America meeting.

Great Southern and Draftees

Great Southern Life announces that office employees who volunteer or are drafted for one year of training will receive from Great Southern during their first three months of military service the difference between the government pay and the employee's salary, provided he has been with Great Southern at least one year. Great Southern will continue the employee's group insurance coverage for the one year period of service.

Five members of the home office staff of Great Southern volunteered during November.

L. A. A. Has Institute Committee

The Life Insurance Advertisers Association has appointed an "Institute co-operation committee," whose special assignment it is to act in an advisory capacity to the Institute of Life Insurance.

On the committee are: C. Sumner Davis, Provident Mutual; Karl Ljung, Jr., Jefferson Standard; A. Scott Anderson, Equitable of Iowa; James M. Blake, Massachusetts Mutual, and Ray Helser, Home Life.

Fidelity Mutual Christmas Display

Unique among Christmas decorations in Philadelphia this year is the display on the head office building of the Fidelity Mutual Life. The huge display depicts the firmament lighted by the Star of Bethlehem, beneath which are the words "Peace on Earth, Good Will Toward Men." In the center, surrounded by fleecy clouds, is the earth slowly revolving. The eastern hemisphere is relatively dark but as the western hemisphere comes around it is bathed by a floodlight to give accent to the fact that in the Americas alone peace still reigns. At intervals throughout the day and evening, Christmas chime music has been played through an amplifying system—serving to call further attention to the unusual display.

Each department in the head office had its own Christmas tree, and the company auditorium was gaily decked for the annual party Dec. 24. Head office employees were guests of the company at a buffet luncheon, followed by carols and an entertainment.

Hampton and Wright Are Slated

ALBANY—It is pretty well understood that when committees of the 1941 legislature are named, Senator Hampton again will be chairman of the insurance committee of the upper house, and Assemblyman Wright will be chosen chairman of the insurance committee of the lower branch, in which post he will succeed R. Foster Piper, who leaves the legislature after several years' service. Wright has been a member of the insurance committee.

R. E. Kiplinger, director of agencies central division Guarantee Mutual Life, has completed a visit to the Texas agencies.

94 YEARS of
DEPENDABLE PERFORMANCE

NOW Full Protection at 4½

Now, through an extension of Connecticut Mutual service, children as young as 4½ can secure the same high quality life insurance as their elders. The policy provides full protection from the moment the policy is in force.

Limits: \$5,000* maximum for both boys and girls, 4½ to 9½. Higher limits as age increases.

Plans of Insurance: Ordinary Life; 20 and 30 Payment Life; Life paid up at 65; 15 and 20 Year Endowment; Endowment at 60, 65 and 75; and 20 Payment Endowment at 60, 65 and 75.

Premium Waiver Provision: This provision is also available. In event of death of applicant (parent, grandparent, relative, etc.) all premiums are waived until youngster reaches age 25.

*Lower limits in Colorado and Nebraska. Contract not written in New York or New Jersey.

CONNECTICUT MUTUAL
LIFE INSURANCE COMPANY • HARTFORD

EDITORIAL COMMENT

That 2 Percent Service Commission

SOME of those who have studied the proposal of the joint committee for a new compensation plan for agents are inclined to discount the value and attraction of the 2 percent non-vested service commissions to worthy agents after the tenth year. Some say that the amount is inconsiderable and that the application of the scheme would not bring returns until so many years in the future that it has small appeal to those who are concerned about their current situation.

We are disposed to put a higher value on those service commissions, however. Older, faithful men in the business who have a real sense of responsibility to their customers, and who have in no way lost their ability to produce new business, are bogged down by the weight of service work that they are asked to do and are eager to do in respect of policies upon which the commissions have run out on them. The older a man gets in the business the heavier this weight becomes and it may probably be said, the less possibility there exists for deriving new business from service work. There are many agents that are in precisely that position and a 2 percent service commission would provide them with a very real and worthwhile income.

We have a communication along this

line from a responsible man in the field, a president of a state association of life underwriters.

"We all know," he writes, "that home office executives have been insisting that a better selection of agents is going to reduce the lapse ratio. How is the caliber of recruits going to be raised without the companies offering a more attractive contract which will induce a better type of men to enter the life insurance business?"

"In this connection there has been entirely too much emphasis on recruiting and not enough attention given toward compensating the older men in this business. I know of my own experience and observation for the past 18 years that the older men are expected to look after business on which no renewals are paid, which includes their business and business of agents who have fallen by the wayside, and the conservation of business is carried along at the expense of the older agents. Don't you believe that if some little compensation was provided beyond the tenth year and that if some method were adopted by way of transferring the interests of orphan business to the man who continues in life insurance, that this would tend to keep the business on the books?"

Lesson for Life Insurance

IN VIEW of moves in the offing for federal supervision of life insurance by the Securities & Exchange Commission or a similarly constituted authority, the current wrangle between the SEC and the New York Stock Exchange is of more than passing interest to life insurance men, for it shows up with beautiful clearness the typical government bureau technique of constantly demanding greater powers of control. The significant thing about the present scrap is that what the SEC is trying to force the New York exchange to do has nothing whatever to do with the purpose for which the SEC was formed, namely the protection of the investing public.

The dispute arose from the SEC's objection to the New York exchange's insistence that its members refrain from trading on other exchanges in stocks listed on the New York exchange. This practice, known as multiple trading, was the subject of a survey by a special committee of the exchange, which, after thorough investigation, decided that out-of-town exchanges were using the capital

of New York members as well as the physical facilities of the New York exchange to take business away from New York. The rule against multiple trading went into effect Sept. 1 but several firms were granted extensions, the last of which will run out Jan. 1. In refusing to alter its decision the New York exchange has defied the SEC for the first time since the SEC was given power over the securities markets nearly six years ago.

From the viewpoint of the out-of-town exchanges the New York exchange's rule against multiple trading no doubt seems very deplorable. But it is no part of the SEC's job to maintain competitive equality among the exchanges of the country. Under the law the SEC has the right to force exchanges to make changes in their rules if it finds "that such changes are necessary or appropriate for the protection of investors or to insure fair dealing in securities . . . or to insure fair administration of such exchanges."

The SEC, already holding drastic

powers of supervision over the stock exchanges, wants to take a long step further. It has broadened its own concept of its sphere of control. It would take a most tortured reading of the law to wring out any such meaning as the SEC argues for in attempting to force the New York exchange to drop its rule against multiple exchanges. Yet it will probably take a court fight to settle the issue—a fight which may eventually come before a pro-new deal U. S. Supreme Court. Even if it should lose the decision the SEC can appeal to congress

for powers broad enough to cover the point in question. Quite conceivably it could obtain them.

The lesson for life insurance seems obvious. Not even the most innocuous type of federal supervision proposal can be viewed without suspicion, for once the governing agency is in the saddle it will arrogate to itself such powers as it thinks "necessary," whether they are in the law or not. And if they were not in the law it would not be long before efforts would be made to put them there.

Keeping on the Alert

PROBABLY all of us would agree that while the Temporary National Economic Committee may for the time being have suspended its investigation of life insurance, yet as we are preparing tremendously for national defense we should not take it for granted that there is no danger from the T. N. E. C. as to life insurance. Perhaps the very conditions through which we are passing may tend to throw us off our guard.

Col. C. B. Robbins, general manager of the American Life Convention, in a recent talk gave it as his opinion that even at the next session of Congress the issue may come up again and federal control over all branches of insurance may be broached. He called attention to the fact that state sovereignty and the control over many of the activities of the states is much on the decline and the trek toward concentrated control at Washington is rapid. This movement has been so swift and subtle that even the people in the industry itself were hardly aware of it.

President F. W. Hubbell of the Equitable Life of Iowa takes a different viewpoint. He thinks that the fear of federal government control and ultimate

absorption of the assets of life companies is very remote. He does not have any fear in this direction. He quotes from Senator O'Mahoney of Wyoming, chairman of the T. N. E. C., to prove that it has no thought of urging federal supervision.

Perhaps the authorities in Washington are so absorbed in their issues of the great national defense program that for the time being, at least, they will have no time to give to life insurance investigation and other domestic concerns. At least let us hope so.

Insurance men, however, should not be caught napping. It is true that the legislative members of the T. N. E. C. have been very outspoken in their assurance that there is no movement toward federal control of insurance. We wish that we were as confident as to the position of what might be called the executive or departmental members of the committee. They seem far more militant and they are largely responsible for the manner in which the investigation was conducted as they evidently endeavored to bring out the worst phases of life insurance and threw a blanket over its finest aspects.

PERSONAL SIDE OF THE BUSINESS

A son was born to **J. Roth Crabbe**, Ohio deputy superintendent of insurance, and Mrs. Crabbe in White Cross Hospital, Columbus.

Miss Lillian Baker, director of examinations in the Massachusetts insurance department, has retired following 50 years service. During the administrations of Commissioners Hardison, Hobbs and Monk she was the close confidant of the commissioners and authority on all the office details of the department. Miss Baker was given a dinner in honor of her long service in Cambridge the past week.

John W. deForest, Buffalo general agent of Aetna Life, has been reelected a director of the Buffalo Better Business Bureau.

Raymond F. Low, president American Reserve Life and a member of the na-

tional executive board of the Boy Scouts, was the principal speaker at the annual meeting of the Cornhusker Council at Hastings, Neb.

Edwin B. Thurman, Jr., son of E. B. Thurman, general agent of New England Mutual Life, Chicago, was married on Tuesday to Miss Anne Hardy of Lexington, Ind. Young Mr. Thurman graduated from Northwestern University in June of this year and has been connected with his father's agency since. The couple, who were married at St. Matthew's church, Evanston, have gone on a short wedding trip, and on their return will live with the senior Thurmans.

Elbert H. Brock, retiring vice-president of the John Hancock Mutual Life, was honored at a luncheon in Toledo, O., which was attended by more than 250

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company representatives from Ohio, Michigan and Indiana.

DEATHS

John E. Ray, 68, with the Equitable Life of Iowa for 25 years, died in Waterloo, Ia., from complication of diseases after an illness of several weeks. He had lived in Waterloo for 17 years. He joined the Equitable in 1915 and served as general agent for more than 17 years. In recent years he had been a special representative of that company.

Mrs. Edward J. Burkley, wife of the manager of Phoenix Mutual, St. Louis, died there. Among those at the funeral were D. Gordon Hunter, vice-president and agency director, and Oliver P. Kernodle, general agent in Chicago.

T. R. McPheeters, general agent of the Security Mutual Life of Nebraska at Edmond, Okla., died there. He had been with the company 19 years and was one of its large producers.

C. W. Stillson, general agent Midland Mutual Life, died in a hospital at Youngstown, O. A few days before he underwent an operation for appendicitis and later suffered a stroke.

R. W. Daniel, 56, formerly Richmond general agent of the Maryland Life, died there following a protracted illness. He represented the Maryland Life early in his business career. Later, he moved to New York and in time became president of the Liberty National Bank of that city. In 1927 he returned to Virginia.

Atlantic Life Employees Celebrate

The Home Office Employees Association of the Atlantic Life staged a celebration Christmas eve in Richmond. George E. Passmore, supervisor, distributed presents as Santa Claus. Distribution of Christmas gifts was preceded by a plate dinner. E. A. Hooker, assistant treasurer, is president of the association.

COMPANIES

Christie New Head of Great-West Life

Great-West Life has elected M. F. Christie as president, succeeding the late George W. Allen. W. P. Riley was elected a vice-president, succeeding Mr. Christie, and Col. G. H. Aikins was elected a director. All are widely known and are prominent in financial circles on both sides of the border. R. T. Riley continues as the other vice-president.

Mr. Christie, who is president of G. F. Stephens & Co., has been an active director of Great-West Life for 20 years. He was elected vice-president in 1933 and has been chairman of the investment committee for 10 years.

Mr. Riley has been a director of Great-West Life 19 years and is a member of the investment committee. He is president and general manager of Western Grocers, and a director of the Canadian Bank of Commerce.

Colonel Aikins is a member of the law firm of Aikins, Loftus, Aikins & MacAulay, president of Manitoba Sugar Beet Company, a director of the Imperial Bank of Canada and many other financial institutions. He is honorary colonel of the Royal Winnipeg Rifles and is actively interested in military affairs in Canada.

Final Peoria Life Report

C. V. O'Hern has submitted to the court his final report as receiver of Peoria Life and requests the court to enter an order governing the distribution of the net balance of cash \$61,184 and bonds \$50,025 that remains.

O'Hern reports that payments to creditors include: \$16,600 in respect of a

capital stock assessment in the Bank of Peoria; \$12,191 premium tax to California; \$981,448 to the RFC; \$5,090,718 in assets in kind to Alliance Life which reinsured the business of the Peoria Life, attributable to dividends, and cash to Alliance Life attributable to dividends of \$1,158,862, and general or non-policy claimants other than Alliance Life of \$92,626.

Would Reinsure Central States

LOUISVILLE—A tentative proposal has been made by the Kentucky Home Mutual Life of Louisville to Superintendent Lucas of Missouri to reinsure the business of the Central States Life of St. Louis, which was taken over by Mr. Lucas.

Mr. Lucas refused to give details of the plan. He said it was subject to change and would have to be studied thoroughly. Ellsworth Regenstein, president of the Louisville company, also declined to reveal details of the plan.

Employees Given Stock Shares

NASHVILLE, TENN.—About 250 employees of the Life & Casualty each received a share of stock, valued at \$11, as a Christmas bonus instead of the customary \$10 cash. President A. M. Burton made the distribution through the home office here.

SALES MEETS

N. W. Mutual Card for Eastern Meet

The eastern agency meeting of the Northwestern Mutual Life will be held at the Waldorf-Astoria in New York City Jan. 3-4. V. D. Griffin, Manchester, N. H., general program committee chairman, will preside at the opening session. Grant L. Hill, director of agencies, will greet the Northwestern Mutual agents from the New England and Atlantic Seaboard areas, reviewing the production of the company and agencies the past year, discussing advertising and promotion plans and the general opportunities for life underwriters who prepare for leadership in 1941. For a number of years the attendance at the eastern meeting has approached that of the annual meeting of the Association of Agents at the home office in Milwaukee each July.

With J. W. Heinekamp, Trenton, as chairman, there will be a special presentation, "America Looks Ahead," by courtesy of the research division of General Motors. Paul Speicher, R. & R.



How Big Is a Family?

That depends upon the number of members in it. Irrespective of whether there are two or twenty adequate family protection should include insurance for every member. The new Minnesota Mutual Family Policy will do just that, at low cost. It is one of the attractive policies which can be purchased under Minnesota Mutual's Pay Roll Deduction Plan now in use by over 500 firms. Family Policy premiums are automatically paid through small monthly deductions wherever the Pay Roll Plan is employed.

In addition we offer our Field Force:

1. A liberal agency contract
2. A plan for financing your agency
3. Accounting methods to guide you
4. Proven plans for finding—training agents
5. A liberal financing plan for your agents
6. A unique supervisory system
7. Organized Selling Plan
8. Unusually effective selling equipment
9. Policies for every purpose: Regular—Family—Juvenile—Women—Group—Payroll Savings, etc.
10. Low monthly premiums

A \$235,000,000.00 Mutual Company, 60 years old with an understanding, cooperative Home Office.

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

Saint Paul, Minnesota

Build Yourself — Build Your Business

To the man ambitious to build his own Agency, The Old Line Life offers unlimited opportunity.

We have developed an intensely practical training course, following modern selling trends. It gives the General Agent a step-by-step training schedule for new Agents and gets them into early production.

Effectively and profitably it helps the General Agent to reach his goal.

Write today regarding available territory in Illinois, Iowa, Michigan, Minnesota, Ohio and Wisconsin.



Writes Accident, Health, Juvenile, and in addition all popular forms of Life Insurance.

Service, will speak on "The Life Underwriter Looks Ahead."

With P. T. Allen, Buffalo, as chairman Friday afternoon, a prologue by members of the Johannsen agency in Brooklyn introduces a dramatic presentation, "The Success Pattern," with actual demonstration of sales techniques and ideas by leading producers. J. H. Jamison, production manager of the Phelps agency in Boston, will be the narrator. Agents who will present methods and ideas that have proved successful will include D. B. Fluegelman and W. L. Monsen, New York City; Robert Sheldrick, Newark; Albert Rahn, Philadelphia; F. N. Tornow, Buffalo; Robert Eldred, Brooklyn, Ben Redfield, Boston, and A. L. Sherman, Poughkeepsie, N. Y.

Special sessions will be held by the Special Agents Association, the District Agents Association, with W. B. Arnold, Williamsport, Pa., as chairman, and W. W. Lundgren, assistant director of agencies, as speaker, and the General Agents Association with Rudolph Recht, New York City, presiding. Vice-president Edmund Fitzgerald will be toastmaster at the dinner dance Friday evening.

Give Proved Sales Ideas

George Emery, New York, will preside Saturday morning and present Harry Krueger, assistant to Rudolph Recht, who will act as "Dr. P.Q." in a surprise feature. Sales ideas proved in the field will be presented by Willard Griffin, Manchester, N. H., on "A New Development of an Old Idea"; Meyer Weiner, Grand Rapids, Mich., "More Lives in '41"; Paul Castner, New Canaan, Conn., "The Best Idea for '41," and Ernest Hickok, New York City, "Social Security, a Growing Idea for '41." W. B. Minehan of the home office secretary's department will speak on "We Resurvey Our Market." Ben S. McGiveran, Eau Claire, Wis., general agent, one of the company's leading producers and a member of the Million Dollar Round Table, will be the final speaker on "New Horizons."

President M. J. Cleary will be the luncheon speaker on Saturday noon, with Oliver Barres, Bethlehem, Pa., as chairman.

Caldwell Heads Managers of Life of Virginia

Managers and general agents in charge of ordinary agencies of the Life of Virginia held a three-day meeting at the home office in Richmond. The major portion of the meeting was devoted to discussions with home office agency executives of problems and plans of mutual interest, designed to stimulate production the coming year and to further cooperation between home office and field.

The Managers & General Agents Association of the Life of Virginia elected these officers: C. H. Caldwell, Oklahoma manager, president; B. W. Sebrell, Jr., Lawrenceville, Va., vice-president; C. S. Bateson, Akron, O., secretary-treasurer. On the advisory council are: C. C. Hall, Richmond; A. M. Hundley, Roanoke, Va., and J. N. Anderson, Baltimore, immediate past president of the association.

James E. Woodward, vice-president in charge of ordinary agencies, and Mrs. Woodward entertained at their home in Westhampton, a suburb of Richmond, for visiting managers, home office officials and their wives.

Union Mutual Managers Confer

Agency managers from St. Louis, Buffalo, Providence and Boston were the guests of President Rolland E. Irish of the Union Mutual Life of Portland, Me., at the annual agency advisory committee conference at the home office.

Wesley H. Becker, St. Louis; Jesse J. Letts, Buffalo; Henry T. Cook, Providence, and John O. Bogardus, Boston, represented the company field force in conferences designed to foster closer cooperation and greater efficiency be-

tween the home office and the country-wide agency force.

In addition to President Irish, Glenn A. Stearns, superintendent of agencies; Lyman C. Baldwin, assistant superintendent of agencies, and H. L. Knight, agency secretary, represented the home office staff at the conference sessions.

Trust Session at Oregon Rally

Highlighting the annual sales congress of the Oregon agency of Aetna Life was a meeting sponsored and directed by the trust department United States National Bank, Portland. J. N. Adams, general agent, cooperated with the bank officials in arranging the meeting under supervision of R. M. Alton, vice-president and trust officer, who discussed corporate trusteeship. D. W. MacKay and Harry Moss spoke on taxes, business insurance and administration of estates. Following the meeting the entire city and state sales organization were guests of Mr. Alton and his associates at a special luncheon.

Five-Year Plan Explained

Adoption of a five-year agency development plan by the Lamar Life was explained at a meeting of Mississippi district managers in Jackson, by H. M. Faser, recently appointed superintendent of agencies. He was introduced to the managers by President P. K. Lutken. Vice-presidents W. D. Owens, J. O. Segura, A. E. Babbitt and W. Calvin Wells also participated in the state program.

Lincoln National Utah Meeting

The Lincoln National Life held a two-day convention in Salt Lake City, attended by agents from Utah and Idaho. T. B. Isaacson, general agent for the two states, was in charge. Guest speaker was E. J. Glade, chief executive of KSL radio station. Mr. Thorpe reported an 18 percent increase in 1940 new business over 1939.

Martin Honored by Associates

At a meeting of Tennessee and Alabama managers of the Metropolitan Life, in Memphis, H. N. Martin, manager Bluff City district, was honored for 23 years of service.

Mrs. Lillard Hartford Librarian

Mrs. Caroline E. Lillard, co-founder of the Hartford College of Law with her husband, the late George W. Lillard, has been appointed librarian of the Law College and its sister institution, the Hartford College of Insurance. Mrs. Lillard will have under her jurisdiction a library of over 14,000 books.

LIFE AGENCY CHANGES

Pierce Is Southern Fla. General Agent

The Massachusetts Mutual Life has promoted Walter M. Pierce, district



W. M. Pierce

manager at Miami since 1928, to general agent for southern Florida, with offices in the Alfred I. DuPont building. Its sales operations throughout the state have been directed from the Jacksonville office, where Angus B. Rosborough is general agent.

Mr. Pierce is a graduate in electrical engineering of Virginia Polytechnic Institute, and was employed by Westinghouse. He attended Aetna Life's home office school in 1921 and for four years was in the health and accident field, as instructor and general agent, before moving to Miami and devoting his full time to life insurance. In 1927 he was given a brokerage contract with the Massachusetts Mutual, and the following year was appointed district manager.

Mr. Pierce was a member of the first Million Dollar Round Table of the National Association of Life Underwriters. He was a member of the national executive committee that voted on organizing

the American College of Life Underwriters. He has served as president of the Miami Life Underwriters Association. During his fifteen years in the Miami field, Mr. Pierce has personally written more than \$10,000,000 of life insurance.

Hills and McKnight Open Aetna Life Agency in Lubbock

A new general agency of Aetna has been established in Lubbock, Tex., by R. B. Hills and A. L. McKnight under the name of Hills & McKnight. Offices will be in the Lubbock National bank building.

Mr. Hills, who will have active charge of the agency, has for four years been assistant general agent in Lubbock for the A. L. McKnight general agency at El Paso. He is a native of Texas and has been in life insurance 11 years. He has resided in Lubbock since 1937, and has served as secretary and a director of the Lubbock Association of Life Underwriters. Mr. McKnight has been a general agent of Aetna Life for 26 years and will continue in active charge of the El Paso agency.

Chambers Rejoins Stoessel

R. L. Chambers has joined the W. J. Stoessel agency of the National Life of Vermont, in Los Angeles, as office manager. He has spent some months in the home office at Montpelier to familiarize himself with company practices. He entered insurance in 1917 as an agent at Lincoln, Neb., went with Mr. Stoessel



THE

POLICYHOLDERS' COMPANY

SINCE 1845

The Mutual Benefit

LIFE INSURANCE COMPANY

ORGANIZED 1845 • NEWARK, N. J.

Still a Good Lamp!

They're quoting Patrick Henry a bit lately. His "There is no lamp by which my feet are guided save the lamp of experience."

Check!

And so we stick to the o. f. family protection life insurance and eye askance the "trimmings" that bob up from time to time—and soon wink out.

Guardian Life
Insurance Company

Madison, Wisconsin

Occidental Life Has New Kansas City Manager



E. H. CAMERON

E. H. Cameron, who has just been appointed manager in Kansas City by the Occidental Life of California, has been a leading producer of the Equitable Society there. He has been with that company 11 years, specializing in business insurance and coverage for men in the upper age brackets.

in 1922 as office manager in Omaha, and then spent 16 years in Hartford, 12 of them with the Connecticut Mutual and four with the Connecticut General. He was associated with Mr. Stoessel in Hartford.

Bluhm Field Supervisor of Indianapolis Life in Chicago

Al Bluhm, one of the leading producers of the Aetna Life in Chicago has been appointed field supervisor of the Indianapolis Life in the Chicago district with offices in 708 Peoples Gas building, Chicago. His duties will be supervisory and recruiting and he will also continue personal production.

Mr. Bluhm has been most prominent as an accident and health producer. He was on the program at the Chicago Accident & Health Association's sales congress. He also has done much life and group business. Mr. Bluhm, after having been a golf professional connected with the Big Oak and Edgebrook country clubs, Chicago, was an agent of National Life & Accident for a year. For the last five years he has been connected with the Aetna.

Pacific Mutual Adds New General Agent in Florida

Dave J. Cohn, with Pacific Mutual Life the past six years, has been appointed general agent in Miami, with offices in the Congress building. Release of this Florida territory by W. R. Letcher, who has been a general agent for 25 years, does not affect the Tampa office or central and southwestern Florida, where Mr. Letcher continues his headquarters.

Coyner to Hastie Agency

Claude L. Coyner, who is retiring as manager for Mutual Life of New York, Chicago, under the company's pension plan, will thereafter become associated as a personal producer with the John R. Hastie agency of the company, Chicago. He will maintain his office in the Uptown National Bank building, 4753 Broadway.

At the regular weekly managers' meeting last week, Mr. Coyner informed Managers Hastie, G. T. Vermillion and Samuel Heifetz that upon his retirement

he intended to devote some time to personal production and intimated that he would be very happy to become associated with one of them. He produced three coins and in an elimination contest, Mr. Hastie won the matching.

John Hancock Transfers, Promotions

The John Hancock Mutual Life has transferred T. S. Silva, district manager at Lowell, Mass., to Bridgeport, Conn., succeeding J. F. Mahoney, who retires under the pension plan.

A. J. MacIsaac is transferred as district manager from Utica, N. Y., to Syracuse, N. Y., succeeding E. H. Warren, who retires under the pension plan, and J. J. Lynch from Pittsfield, Mass., to Lowell, Mass.

J. C. Russell is promoted from assistant district manager at Syracuse, N. Y., to district manager at Utica, and E. T. Wallace from assistant district manager at Buffalo, to district manager at Pittsfield.

Prudential New England Changes

Thomas Bates, who has been assistant superintendent of the Prudential at Laconia, N. H., now becomes superintendent in Dover, N. H., succeeding Harry Nash. Mr. Nash goes to Manchester, N. H., as superintendent. Joseph Craven, who has been assistant superintendent in Boston, now becomes a home office representative with headquarters in the same city.

Travelers Opens Phoenix Office

Everett R. Pray, assistant manager of the Denver branch of the Travelers, has been appointed manager of the new agency branch office at Phoenix, Ariz. The office will be in the Luhrs building and will operate under the jurisdiction of the Los Angeles branch.

R. E. Bridges, assistant manager of the Los Angeles branch, has been promoted to associate manager there.

West Coast Names Wright

C. E. Wright, until recently Occidental Life manager at Long Beach, Cal., has been named Los Angeles manager of the West Coast Life. He started with the Aetna Life in 1923 and was later Minnesota supervisor for that company. He went to California in 1928 and served as state supervisor for the Equitable of Iowa.

Lieberich Celebrates Anniversary

Fred Lieberich, Jr., Newark general agent State Mutual Life, was host to his agency and office staff at a luncheon Dec. 24, celebrating Mr. Lieberich's fourth anniversary as general agent in New Jersey.

Sidney W. Ward has been appointed general agent of the Minnesota Mutual Life at Garden City, Kan.

NEW YORK

SNYDER HEADS BOARD OF TRADE

Arthur Snyder, treasurer of Alfred M. Best Co., was elected president of the New York Board of Trade.

NEW BROOKLYN HEADQUARTERS

Equitable Society has taken title to the building at 184 Montague Street, in the center of the Brooklyn financial district. It was formerly occupied by the Lawyers Mortgage Company which went into liquidation several years ago, and has been unoccupied.

Equitable will remodel the property and use it for its Brooklyn headquarters. A cashier's branch will be established in Brooklyn and a new policyholders service will be available there.

The agency organization in Brooklyn, consisting of a general agency under Noel Maxcy and an agency under Warren Benton, will occupy the upper floor, and other activities of the Equitable

local to Brooklyn will be housed in the building.

Equitable formerly had its Brooklyn office at the corner of Court and Montague streets, where the late Charles Jerome Edwards built up a large local business.

R. W. SHEEHAN IN NEW WORK

Robert W. Sheehan has resigned as managing editor of the "Spectator" and is joining the National Association of Insurance Agents where he will be executive editor of the "American Agency Bulletin." Mr. Sheehan has been with the "Spectator" since 1926. In 1928 he was made assistant editor, in 1929 associate editor and in 1935 when the "Spectator" was divided into two distinct publications, he was named managing editor of both papers.

NEW YORK CASHIERS AFFILIATE

The Life Agency Cashiers Association of the City of New York Jan. 1 will become affiliated with the National Association of Life Agency Cashiers. This was made possible through cooperation by P. R. Fischel of the National group, of which W. B. Spencer is president. In an announcement, President Spencer stated there now are 21 affiliated cashiers organizations in the country and others which are in process of forming.

CHICAGO

COUNTRY LIFE'S CHRISTMAS PARTY

The entire home office force of Country Life, Chicago, met in the office Monday evening for its annual Christmas party. This was arranged and given by the office employees. Dinner was served, followed by dancing, games and a grab bag. The offices were closed Tuesday at noon and did not open until Friday morning.

ZIMMERMAN CONFERENCE JAN. 3

The Charles J. Zimmerman, general agency in Chicago for the Connecticut Mutual Life, will hold an all day sales meeting on Jan. 3. Plans for the new year will be laid at that time. Vice-president Vincent B. Coffin will attend and will preside at both the morning and afternoon sessions. A Christmas party will be held in the evening.

HIGH AWARD TO CHICAGO AGENT

Carl B. Seashore, agent in the Oliver P. Kernodle agency of Phoenix Mutual Life, Chicago, distinguished himself in the company's fall sales campaign by winning a "blue vase" award, which requires writing 200 percent of his quota.

The State Life of Indiana

- Is a Mutual Legal Reserve Company Founded 1894
- Is in its Forty-Seventh Year of Dependable Service
- Has Paid \$127,000,000 to Policyholders and Beneficiaries
- Holds Assets of over \$53,500,000 for their benefit
- Issues Policies from Ages One Day to Sixty-Five Years
- Issues Policies on Male and Female Lives at the Same Rates
- Issues Policies with Double Indemnity and Disability Benefits
- Issues Juvenile, Educational Fund, and Family Income Policies
- Issues Salary Continuance and Retirement Income Policies
- Issues Many Other Standard and Up-to-date Policy Forms
- Offers Agency Opportunities and Training for Those Qualified.

THE STATE LIFE INSURANCE COMPANY

Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

75 percent of which was prepaid on an annual and semi-annual basis. Only seven men out of the entire Phoenix organization reached this goal in the fall campaign. He also received as an award for his outstanding work a trip to the home office in January by leading his particular group for the entire country. Business of the Kernodle agency has shown a rise in the past three months, this increase being attributed largely to general business conditions.

WIESE AGENCY OPEN HOUSE

The R. J. Wiese general agency of Northwestern National Life in Chicago will hold an open house in its offices Friday afternoon.

R. A. Kox, field assistant in the Insurance Exchange branch office of the Travelers in Chicago has changed his headquarters to the West Side branch in Oak Park. A. P. Rhodes, field assistant in the West Side branch, has been called for military service.

COMPANY MEN

Reynolds American Mutual Secretary

DES MOINES—Russell B. Reynolds has been named as secretary of the American Mutual Life of Des Moines, it was announced by Ward F. Senn,



RUSSELL B. REYNOLDS

president, following a meeting of the directors. Mr. Reynolds succeeds A. W. Larsen, who resigned as secretary and actuary to become actuary of the United Benefit Life of Omaha.

Mr. Reynolds joined the American Mutual in November, 1938, and has been director of sales service. Following his graduation from the University of Iowa in 1925, he became assistant cashier of his father's bank at Sheffield, Ia., and in 1926 joined the Equitable of Iowa as representative at Ames. He was called to the home office in 1927 and remained in home office work until 1935 when he returned to the field.

Since joining the American Mutual Life he has been active in the Life Advertisers Association and has been recognized by that body for his outstanding work in sales service and advertising.

In addition to his secretarial duties, Mr. Reynolds will continue to be active in the agency department.

Parker to Central Assurance

W. T. Parker, well known among both life and accident and health men, has been appointed assistant general manager of the Central Assurance of

Columbus, O. He is a graduate of De Pauw University in 1920. After sales training work with the National Cash Register Company, he was for six years with the Aetna Life and Western & Southern Life.

His first active work in accident and health insurance was with the Great Northern Casualty of Chicago. For the past 10 years he has been with the Fidelity Health & Accident of Benton Harbor, Mich., the last few years as agency director. He is essentially a field man and is well qualified to give the greatest possible assistance to the men out on the firing line.

Metropolitan Life Names Three New Officials

The Metropolitan Life has appointed Byron Clayton assistant general counsel and Douglas S. Craig, assistant secretary. Mr. Clayton, a graduate of New York University law school, is a member of the bar in both New York and New Jersey. He has been connected with the company's law division since 1921. He will have charge of the title section of that division.

Mr. Craig is a graduate of Dartmouth College and has been with the Metropolitan since 1925, serving in the actuarial division for several years. He is a fellow of the Actuarial Society of America, and the American Institute of Actuaries, and is secretary of the Home Office Life Underwriters Association. He has been an assistant manager of the ordinary department and will continue his work in that department.

Dr. George M. Wheatley is appointed assistant medical director. He is a graduate of Harvard Medical School, with extended hospital and clinical service and experience, and has been principal pediatrician in charge of the school health service of the New York city department of health. He was in active charge of the medical and pediatric phases of the school health study program carried out by the Metropolitan and other agencies in conjunction with the New York city departments of health and education. His work will deal primarily with the relationships between the Metropolitan's welfare division and medical societies, preventive medical movements and health services, both official and voluntary.

Heaps Is Named by Acacia

G. A. Heaps of Lancaster, Pa., agent Bankers Life of Iowa, has been named home office supervisor by Acacia Mutual Life. He has had 14 years' life insurance experience, paying for more than \$200,000 annually, and for the first nine

months of this year stood 10th among the Bankers Life's agents.

Jacobshagen Vice-president

At a recent meeting of directors of the Farmers & Bankers Life, Frank B. Jacobshagen was elected vice-president. He had been secretary for a number of years and he now holds the title of vice-president and secretary.

Cowan Mutual Benefit Director

Robert A. Cowan, prominent Newark bank official, has been elected a director of the Mutual Benefit Life. Mr. Cowan was recently made president of the Na-

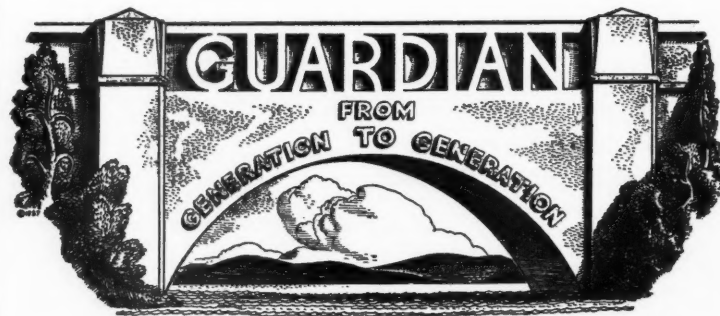
tional Newark & Essex Banking Company, succeeding the late C. L. Farrell, whose place on the Mutual Benefit's board he also fills.

John W. Warner, Canada Life, agency assistant in London, Ont., has been transferred to head office for special work in connection with policyholders' service.

More than 75 members of the Tollica Employees Association, composed of home office employees of the Old Line Life of America, Milwaukee, attended the annual Christmas party.

80 YEARS OF SERVICE

THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA NEW YORK CITY



A MUTUAL COMPANY
ESTABLISHED 1860

THE MANUFACTURERS LIFE

WITHIN this Company, there is an ideal combination of the stability of age and the vigor of youth.

Fifty-three years of sound conservative precept and practice have built up a stable institution, strong financially and well seasoned in experience.

On this foundation is based today a truly modern, vigorous and progressive life insurance service.

INSURANCE IN FORCE, 590 MILLION DOLLARS
(Including Deferred Annuities)

ASSETS, 177½ MILLION DOLLARS

INSURANCE COMPANY

HEAD OFFICE
TORONTO, CANADA
Established 1887

NEWS OF LIFE ASSOCIATIONS

Dinner Is Given for Cal. Legislators

LOS ANGELES — Forty-five members of the California legislature, including the speaker of the assembly, coming from all of the southern counties of the state and from northern counties more than 400 miles away, were guests of honor at the dinner given by the life underwriters associations of southern California under the sponsorship of the California association. Life men also attended in sufficient numbers to bring the total to 300. E. P. Fay, chief assistant insurance commissioner, Rev. Dr. J. R. Kellems, a member of the legislature, and President Russell M. Story of Claremont Colleges were the speakers. President George H. Page of the state association was toastmaster.

Important in Defense, Morale

Mr. Fay said that in this time of national emergency life insurance plays an important part in the national defense and the morale of the nation. Some of its ramifications affect the well being of every man, woman and child in the nation. The confidence the citizens have in life insurance plays an important part in building morale. Only those fitted by training and of the highest moral caliber should be permitted to engage in life insurance, he declared. The time has come when every Tom, Dick and Harry should not sell life insurance. Only those fittingly trained should be licensed.

The legislature should keep pace with the trend of the times, and should be quick to adopt and enact progressive legislation to meet the changing world conditions. He praised the adoption of the housing bill at the last special session as a splendid example of what can be accomplished by cooperation among those engaged in the insurance business, the insurance commissioner and a progressive legislature.

Praises Legislative Conferences

He reviewed the conferences held by the commissioner, where the general public and those engaged in the insurance business could propose legislation to advance the administration of the insurance business. These conferences have rendered great service to the commissioner in preparation of bills to be submitted to the legislature, he said. Meetings such as these likewise tend to cooperation and better understanding of mutual problems.

Dr. Kellems spoke on "Defense of

Our Heritage." He reviewed the extent of the insurance business and what it has done for the people, interspersing witticisms that brought much laughter. The legislature, he said, should be exceedingly careful how it tampers with what vitally concerns 65,000,000 people.

Life Insurance and Social Order

Dr. Story, speaking on "Life Insurance and the Social Order" said the future of insurance lies, first, in the careful scrutiny of legislative proposals in terms of the fundamental nature of insurance and its function in behalf of the social order; second, in the scrupulous inside regard for the trusteeship character of the business at every stage, including policy terms, the solicitation, administration, investment and settlement. Any legislation, except that involving the state's own activity in some form of social insurance, is a threat to the social order which insurance is designed to promote.

Forum Programs in Chicago Announced

Leaders in life insurance selling, business, banking and law will address the Saturday Morning Forum sessions sponsored by the Chicago Association of Life Underwriters, to begin Jan. 18 and run for 10 weeks. President W. M. Houze reported more than 1,000 members are expected to attend. Several sessions time will be devoted to current matters and special problems. Enrollment fee will be \$1 for members and \$7 for non-members.

G. L. Grimm, Louis Behr, H. W. Storer, P. B. Hobbs, C. J. Zimmerman, E. B. Thurman, George Gruendel, A. J. Schweitzer and George Huth will preside at various sessions. The educational committee which has planned the meetings is headed by Mr. Grimm.

Mr. Houze will outline the purpose of the forum at the opening session. H. T. Wright, president National Association of Life Underwriters, and H. J. Johnson, president Institute of Life Insurance, will talk, the latter on life agents' need for education. Speakers at other sessions will be: Jan. 25, G. T. Rogers, attorney, Tenney, Harding, Sherman & Rogers, on "Conservation of Smaller Estates," and W. E. North, New York Life, Merrill McNamee, Equitable Society; Gerald Oppenheim, Metropolitan; Oliver Johnson, Mutual Benefit; R. C. Whitney, Connecticut Mutual and W.

N. Hiller, Penn Mutual, on "Answering Today's Objections."

Feb. 1, "Business Insurance for Small Business," P. W. Cook, Mutual Benefit; and J. O. Todd, H. S. Vail & Sons, on "Today's Market and How to Sell It"; Feb. 8, "In and Out of the Medical Department," Dr. H. W. Dingman, vice president and medical director Continental Assurance, and "Effective Presentation," by B. N. Woodson, director of service, Life Sales Research Bureau; Feb. 15, "Effective Telephone Usage," J. E. Way, C.L.U., Penn Mutual; "Importance of Letter Writing," Samuel J. Robinson, Behl & Waldie Company; and "A Life Insurance Agent Reads the News," A. R. Jaqua, associate editor "Diamond Life Bulletins."

Program for March 1

March 1, "Analyzing Financial Statements," R. T. Smith, A. M. Best Co.; "What Insurance Trade Papers should Mean to an Agent," C. M. Cartwright, managing editor, THE NATIONAL UNDERWRITER; "Motivating & Securing Action," G. T. Vermillion, Mutual Life of N. Y.; March 8, "What a Life Underwriter Should Know About Probate Court," D. J. A. Hayes, attorney; and "Package Selling" in four phases, (1) "Cleanup Fund," P. A. Hazard, Jr., Home Life; (2) "Retirement Income," G. A. Doelle, Phoenix Mutual; "Educational Fund," C. L. Kluss, Connecticut Mutual, and "Mortgage," Richard Rashman, Equitable Society.

Plan Panel Discussion

March 15, "Social Security Facts," W. R. Chapman, assistant director of agencies Northwestern Mutual Life; "Social Security" panel discussion with exhibits, R. W. Frank, State Mutual; T. F. Beck, Travelers, Helen M. Zepp, Equitable Society, E. M. Schwemm, Great-West Life, and F. J. Budinger, Franklin Life; March 22, "A Banker Looks at Life Insurance," M. A. Brown, vice president Harris Trust & Savings Bank; "How to Use the Tax Approach"—three minor subjects: (1) "Income Tax," P. F. Millett, Mutual Benefit; (2) "Estate Tax," B. K. Murphy, Penn Mutual, and (3) "Excess Profits," H. R. Schultz, Mutual Life of N. Y.; final session March 29, "Indispensable Agents," C. O. Fischer, vice president Massachusetts Mutual Life, and an address by Governor Dwight H. Green of Illinois.

Monthly luncheon meetings will be resumed Jan. 24, guest speaker being F. L. McFarlane, Cleveland, who is associated with Aetna Life. He will speak on "What's the Top?" Mr. McFarlane is a past president of Cleveland association and is a C. L. U. The Life Agency Supervisors will hold a luncheon meeting

LIFE REINSURANCE—

STANDARD AND SUBSTANDARD

North American Reassurance Company

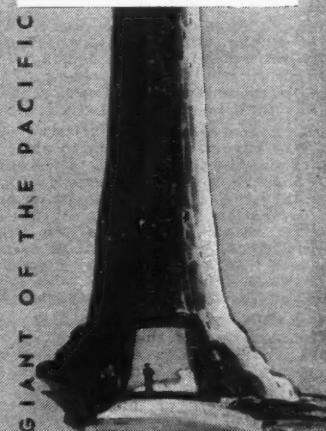
Lawrence M. Cathles, Pres.

99 John Street, New York



Re: Social Security

We are glad to announce the availability of several Pacific Mutual Family Income Plans designed to fill the gaps in the protection provided by the Government's Social Security Program.



**PACIFIC
MUTUAL
LIFE**
INSURANCE COMPANY
Home Office: Los Angeles, Calif.

Jan. 9, the women's division a luncheon meeting Jan. 10, and the advisory council will meet Jan. 29.

Roberts to Tell Coast Associations Trustees' Plans

Roy Ray Roberts, Los Angeles general agent, the State Mutual Life and trustee of the National Association of Life Underwriters, will address the local associations on the Pacific Coast on the two major subjects considered at the trustees' meeting: "Agents' New Compensation Plan" and "Federal Emergency Legislation Affecting Life Insurance."

In these addresses Mr. Roberts will be cooperating with Grant Taggart, secretary of the National Association and chairman of the membership committee, in arranging for the membership efforts to be sponsored on the Pacific Coast by President H. T. Wright of the National association.

At the meeting in New York, Mr. Roberts reported to the trustees on the success of the California plan for including life insurance in the curriculum of the adult consumer education program sponsored by the National Education Association, and the success the California plan is meeting. While in the east, he also conferred with President Holgar Johnson of the Institute of Life Insurance and with Dr. G. C. Mann, president of the National Education Association, adult consumer division.

Speakers for Mid-year Meet

MINNEAPOLIS—Speakers at the mid-year sales conference of the Minnesota Association of Life Underwriters here will be: H. T. Wright, Equitable Society, Chicago, president National association; H. A. Hedges, Equitable of Iowa, Kansas City, national trustee; Col. C. B. Robbins, manager and general counsel American Life Convention, and L. Mortimer Buckley, New England Mutual, Chicago.

Lincoln, Neb.—A retirement income sales presentation by O. R. Frey and Karl Byers and a playlet, "The Case of Kearney Nelson," stressing the value of family life insurance protection, were features of the December meeting.

Boston—An address on "Ideas That Click," illustrated by cartoons, was given by Paul Troth, superintendent of publicity Home Life. President Fitzhugh Traylor announced that 407 new members had already signed applications as a result of the recent "Four Star" membership drive meeting, making the total membership 1,432.

San Francisco—Underwriters were urged to pay more attention to national affairs such as the decrease in the birth rate and the lack of adequate facilities for children and youths who know only the depression years, by L. E. Wilson, director of public relations San Francisco Y.M.C.A., at the annual Christmas luncheon. Mr. Wilson was introduced by F. V. Keesling, president West Coast Life and the San Francisco Y.M.C.A.

Nashville, Tenn.—With W. H. Andrews, manager of the Jefferson Standard Life, and Commissioner McCormack as speakers, the Nashville association had as guests for a dinner meeting all life underwriters of middle Tennessee. Governor Cooper was a guest.

San Antonio, Tex.—At the final session of the training school, Paul Speicher, R & R Service, and Gale F. Johnston, St. Louis, divisional group sales manager Metropolitan Life and National association trustee, spoke. Mr. Johnston urged the elimination of unfit agents. There are too many agents striving to sell life insurance. One state has one agent to each 25 families. Life insurance works miracles by providing orphans, widows, and the old in years or those who are incapacitated by accident. This must be accomplished as the result of the persistency of some agent.

Oklahoma City—As guests of the Tulsa association at a noon meeting Jan. 10, the Oklahoma City association will present the following speakers: President J. T. Owens, Mutual Life; Theodore Green, Massachusetts Mutual, and Tom B. Reed, Great Southern Life. On Jan. 17 the Oklahoma City group

Kansas Secretary Quits, Enters Military Service

Eugene O'Keefe, district agent Aetna Life, Hutchinson, secretary-treasurer of the Kansas Association of Life Underwriters, who holds a major's commission in the reserve corps has been called to a year's service at Fort Crook, near Omaha, forcing his resignation from his association office.



Eugene O'Keefe

President J. E. Conklin, Equitable Society, Hutchinson, has appointed Guy C. Glascock, general agent of Ohio National, to fill his place.

President Conklin announces that the state association has voted to move its annual meeting and sales congress, originally set for Emporia next spring, to Wichita, to be held in connection with the mid-year meeting of the National association, March 28-29.

President Conklin will speak at the Jan. 4 meeting of the Wichita association.

will extend the same courtesy to the Tulsa group, which will present the following speakers: Victor Hall, general agent Aetna Life, and Edward Allison, broker.

Northern New Jersey—The second half of the advance training course will start on Jan. 8 with a talk on "Life Insurance Under the Federal Estate Tax Law" by M. H. Wilner, general agent State Mutual Life, Philadelphia, a member of the District of Columbia bar.

Louisville—More insurance is sold before noon than later in the day, Jack Lauer, Cincinnati, former Million Dollar Round Table chairman, who for years has sold over \$1,000,000 a year, said. He stressed the importance of ambition, persistence, patience and orderly procedure in the sale of life insurance. He warned against following the line of least resistance or deviating from a prearranged plan.

MANAGERS

Training New Agents and Aiding Veterans Discussed

SAN FRANCISCO—General agents and managers have increasing responsibilities in keeping agents in production and solvent and also in properly training new men so they will be loyal to their companies and earn a high standard of living, it was brought out at the second seminar meeting of the San Francisco General Agents & Managers Association.

Training of new men was discussed by V. W. Weidemann, Equitable Life of Iowa, whose success in rebuilding the San Francisco agency has attracted wide attention. He stressed the importance of thoroughly selling the new man on the company and the business but principally the company, so he will not be attracted by offers and suggestions from other companies.

Keeping old men in production was discussed by R. J. Shipley, Northwestern Mutual Life. Every effort should be exerted to make agents good business men. Agents must be assisted in conserving renewals. He criticized "putting renewals in hock" or over-financing of agents. He also deplored requiring "new organization" quotas from general agents as sometimes the percentage is so high that the general agent is prone to neglect the old agent.

F. J. Van Stralen, Massachusetts Mutual Life, presided.

What Type to Recruit

"What Type of Men Should We Seek to Recruit," was the topic discussed by the Life Agency Supervisors Association of Los Angeles, under occupation, race and age.

In the first division it was brought out that the best man to bring in is one who had previous selling experience. In the second it was suggested that men should be recruited from the particular racial group where they are to solicit. On the last point, it was decided that the supervisors would devote their efforts to securing men above 30 years of age.

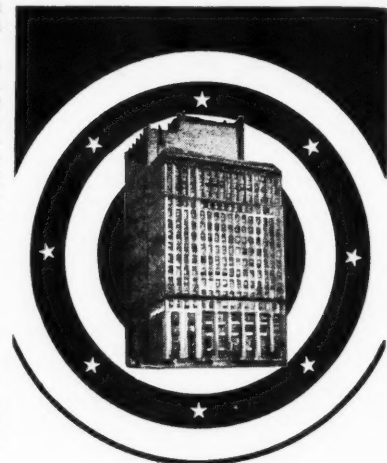
Adams Heads Newark Cashiers

The newly organized Newark Life Agency Cashiers Association has elected George E. Adams of the E. N. Van Vliet ordinary agency of the Prudential, president; E. A. Levesque, John Hancock Mutual Life, vice-president; W. G. Fleming, Phoenix Mutual Life, secretary-treasurer.

Plans were outlined to join the National Cashiers Association.

Smith Heads Boston Managers

The General Agents & Life Managers Association of Boston at its annual



**General Agency
OPPORTUNITIES
for good personal
producers**



IDEAL JOB Seeks Right Man

Every day you wait to investigate the General Agency opportunities with this old reliable company you are losing money.

Write today:

FRANCIS L. BROWN, President

ROCKFORD LIFE INSURANCE COMPANY
Rockford, Illinois

AN ANNOUNCEMENT OF IMPORTANCE TO INSURANCE MEN

Under the new ruling of The United States Life Insurance Company, insurance men are to be underwritten as class "A" risks for accident insurance. This change amounts to a saving of approximately 20% over the former class "B" rating. Consult your nearest United States Life agency for full details. A complete line of accident, health and hospital expense policies is available.



**THE UNITED STATES LIFE
INSURANCE COMPANY**
IN THE CITY OF NEW YORK
101 FIFTH AVENUE NEW YORK, N. Y.

PURE PROTECTION LOW COST LIFE INSURANCE

Ordinary, Whole Life Policy Without Investment Features

Life Insurance In Itself Is Inexpensive

ESTIMATED AVERAGE ANNUAL COST

AGE 40 ... \$16.40

PER \$1,000.00

33 Years of Dependable Service to Policyholders

**Interstate Reserve
Life Insurance Company**
Ten East Pearson Street, Chicago

meeting elected these officers: President, George P. Smith, New York Life; to succeed Clyde F. Gay, Aetna Life; vice-president, S. A. Smith, Travelers; treasurer, R. W. Partridge, New England Mutual Life; secretary, Harry Ross, Jr., Guardian Life; directors, Nelson D. Phelps, Northwestern Mutual; J. A. Lanigan, Mutual Life of New York; T. W. Callihan, Home Life; C. W. Wyatt, John Hancock; H. P. Cooley, Equitable Life of Iowa; and J. O. Bogardus, Union Mutual Life.

Plan Survey in Buffalo

The Buffalo Life Managers Association early in January will make a survey of the licensed life agents in the Buffalo district and discuss problems attendant to the expansion of the Securities & Exchange Commission.

The association has been asked to participate in a joint meeting with the Bar Association of Erie County to discuss wills and taxes. This is scheduled for early in the new year. L. W. S. Chapman, Sales Research Bureau, will speak at the February meeting.

Victor Is St. Paul President

The St. Paul General Agents & Managers Club at its annual meeting, elected these officers: President, H. B. Victor, Minnesota Mutual Life; vice-presidents, Hiram Moore, Mutual Life of New York; and J. J. Willinger, Northwestern National; secretary-treasurer, Gordon Groff, Equitable of Iowa; directors, W. F. Stone, Aetna Life, and John P. Steger, Massachusetts Mutual. The club voted to sponsor an educational course for St. Paul agents this winter.

Realtor Is Salt Lake Speaker

At the December meeting of the Utah Life Managers in Salt Lake City, B. C. Palmer, real estate broker, discussed "Growth of Real Estate in Salt Lake." He tied it in with life insurance, declaring that the sale of real estate, which follows an increase of population, and the building of new homes provide "a fertile field for the life insurance agent."

Frank Mozley, chairman legislative committee, outlined the aims and purposes of the joint committee. Commissioner Neslen, he said, is working on a number of bills which he hopes to see enacted, with a special reference to so-called benevolent concerns.

Randolph Elected in Pittsburgh

PITTSBURGH—The Pittsburgh Supervisors Club has elected A. F. Randolph, Penn Mutual, president; S. W. Houser, Bankers of Iowa, treasurer, and R. S. Edgar, executive secretary Pittsburgh Life Underwriters Association, secretary.

R. N. Waddell, general agent Connecticut Mutual in Pittsburgh, said there were three steps to insure success in selling under today's conditions: First, have a clear mind, or in other words, work for the proper mental attitude; second, be enthusiastic and excited about the business, and third, practice and develop a courageous attitude which will foster genuine courage.

Indianapolis Managers Elect

At the annual meeting and Christmas party of the General Agents & Managers Association of Indianapolis, C. C. Jones, Connecticut Mutual Life, was elected president and Virgil W. Samms, Mutual Benefit, vice-president. Paul Speicher, R. & R. Service, was reelected secretary-treasurer. E. Leo Smith, Massachusetts Mutual, retiring president, presided at the business meeting and President-elect Jones was toastmaster at the dinner which followed.

Announcement was made that a Midwest Life Agency Management Conference will be held in May, similar to that which has been conducted for several years.

Williams Elected in San Antonio

SAN ANTONIO, TEX.—Newly elected officers of the San Antonio Life

Managers Club are F. H. Williams, Provident Life & Accident, president; D. J. Farrell, Pacific Mutual Life, vice-president; and W. A. Gamble, California-Western States Life, secretary-treasurer. New directors are H. H. Winn, Travelers; C. R. Fuquay, Guarantee Mutual Life; D. O. Johnson, Minnesota Mutual Life; and Arthur Fabra, American National.

The need for a definitely planned, constructive program was stressed by O. D. Douglas, Lincoln National. A round

table discussion of the possibility of developing a plan by which agents may be inspired to work consistently was led by Keith Lyons, Capitol Life.

The San Francisco Life Agency Cashiers Association held its Christmas party Dec. 20.

The Life Agency Cashiers Association of Los Angeles held its Christmas party Dec. 19. John M. Hood, Jr., world traveler, spoke on "My Trip Through Russia."

LEGAL RESERVE FRATERALS

Societies Modernize Selling Methods

There is a very decided tendency among fraternal societies to reorganize their selling processes much more along the lines employed by old line legal reserve companies, to adopt completely modern policy contracts and to place all or a large part of their field representation under agency contracts similar to those used by the so-called commercial life companies.

This is a movement that has been progressing slowly for several years, stimulated by the discussions and studies of the Fraternal Field Managers Association, an organization affiliated with the National Fraternal Congress, and which came to a head most pointedly in the discussions and papers at the last annual meeting of the N. F. C. held in Baltimore.

Societies Already Acting

Shortly after the Baltimore meeting, Royal League of Chicago announced the acquisition of Ralph M. Norrington, formerly of Gleaner Life, Detroit, to take complete charge of field work. At about the same time Knights of Columbus, which always had sold its certificates by mail, went on a general agency basis, developing an agency department and modern policy and agency contracts. This latter society already, it is understood, has made some 30 field appointments.

Another society which has a much more modern sales setup is North Star Benefit of Moline, Ill.

Catholic Order of Foresters, Chicago, has just appointed C. D. DeBarry as general sales director and soon will announce a complete new line of modern certificates. Mr. DeBarry has been given great latitude and may be expected to discard many obsolete fraternal methods and build anew.

Some 20 or 30 other societies are considering taking similar steps in some degree or another.

Were Slow to Change Plan

It has been difficult for fraternal society officials to bring themselves around to actual consideration of such modernization. Their selling processes generally have been much different from those of the commercial life companies, depending very largely upon members, lodge systems and local secretaries who were so busy with lodge duties they could devote only a part of their time to securing new insurance members.

One of the problems that had to be

met squarely was what to do with the many part-time representatives in the field who had served loyally for long years. The vast proportion of these produced only relatively small amounts of

insurance. They had not made an exhaustive study of life insurance and its modern uses.

Now apparently the societies' executives have decided that these defects of their selling plans have been largely responsible for the steady falling off of insurance in force which most of the societies have experienced for a number of years, and they are preparing to meet this problem aggressively.

Hamilton Reelected Head

C. R. Hamilton, consul commander of the Texas camp of Woodmen of the World, was reelected for a fourth term at a meeting in Dallas. J. R. Sims, Dallas, state manager, gave a talk.

Newberry Speaks in Texas

Farrar Newberry, secretary Woodmen of the World, Omaha, was the principal speaker at a Log Rollers Association meeting of the W. O. W. in northwest-

Our Men



—SUCCEED because they represent a successful institution. Our men don't have to sell their clients on the safety and reliability of The Maccabees. Our records of 60 years of service, quarter of a million members and 250 million dollars in benefits paid, do that. Their only job is one of diagnosing the needs of their clients and writing the insurance necessary.

If you want a position where your success is limited only by your ability, and you can meet our requirements, write us. We may have a place for you.

The Maccabees

Detroit, Michigan

TWOFOLD SERVICE BRINGS PROGRESS

Royal Neighbors of America was chartered in 1895 with a membership of 4,124 in 100 camps and insurance in force of \$576,000. Today the Society is one of the leaders in its field, figures of Jan. 1, 1940, showing: Membership, 514,503; camps, 6,238; insurance in force, \$344,097,822; admitted assets, \$70,840,055, and claims paid, \$108,312,911.

This progress is attributable to the Society's principle of twofold service—Protection and Fraternalism. This principle was firmly implanted by its founders and has been a guiding light for 45 years.

In Protection and Fraternalism the Society has been alert to progress, offering legal reserve life insurance for the whole family, benefits of camp activities, financial aid from its fraternal fund for needy members and benefits of the Royal Neighbor Home to worthy members.

Protection and Fraternalism is a principle that is diligently guarded by

ROYAL NEIGHBORS of AMERICA
SUPREME OFFICE ROCK ISLAND, ILL.

PERTINENT FACTS— SUPREME FOREST WOODMEN CIRCLE

Gross Assets\$ 33,716,675.00
Protection in force 106,831,483.00
Total Membership 134,166

Organized into 2,678 groves in 44 states
Benefits paid in 1939 to members and beneficiaries\$1,767,420.41

Dora Alexander Talley, National President
Mamie E. Long, National Secretary
Home Office, Omaha, Nebraska

ern Texas held in Wichita, Tex. Talks also were given by J. R. Sims, Dallas, state manager, and S. C. Finley, Brownwood, head consul of Texas. Howard Hudgins, Vernon, was reelected association president. E. L. Mann, Wichita Falls, district manager, spoke at a ban-

quet. W. S. Forbis, Oklahoma City, Oklahoma manager, was a visitor.

Fred F. Theis, 70, of Dayton, Ohio, state manager of Ben Hur Life, died there. He had been with the order 40 years.

NEWS ABOUT LIFE POLICIES

By JOHN H. RADER

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and March respectively. PRICE, \$5.00 and \$2.50 respectively.

1941 New England Mutual Dividends

The New England Mutual 1941 dividend schedule was announced early this month before actual figures were available. Sample rates under the new schedule are shown in the accompanying table:

Ordinary Life						
Age	25	30	35	40	45	55
Pre.	20.70	23.50	27.00	31.70	38.00	58.30
1...	3.72	4.02	4.32	4.78	5.11	5.20
5...	4.10	4.39	4.69	5.02	5.33	6.27
10...	4.74	4.97	5.21	5.40	6.04	8.47
15...	5.38	5.52	5.83	6.49	7.60	11.00
20...	6.02	6.44	7.18	8.26	9.66	13.66
Tot. 20						
Yrs.	96.88	101.50	108.30	118.18	133.47	178.99

20-Payment Life						
Pre.	30.40	33.20	36.70	41.00	46.50	64.00
1...	3.85	4.19	4.48	4.93	5.24	5.29
5...	4.37	4.65	4.95	5.25	5.53	6.39
10...	5.16	5.41	5.64	5.81	6.37	8.52
15...	6.11	6.26	6.54	7.07	7.94	10.63
20...	6.99	7.42	8.05	8.77	9.62	11.94
Tot. 20						
Yrs.	107.17	111.91	118.21	126.24	138.26	173.79

20-Year Endowment						
Pre.	48.10	48.80	50.00	51.80	54.80	67.60
1...	4.07	4.45	4.70	5.10	5.38	5.35
5...	4.86	5.06	5.30	5.52	5.73	6.47
10...	5.93	6.09	6.24	6.30	6.69	8.55
15...	7.42	7.43	7.51	7.76	8.28	10.39
20...	8.74	8.99	9.25	9.37	9.58	10.84
Tot. 20						
Yrs.	125.74	128.54	131.90	135.79	142.98	170.38

Endowment Age 65						
Pre.	24.60	28.80	34.50	42.60	54.80	113.90
1...	3.77	4.11	4.44	4.95	5.38	6.10
5...	4.27	4.53	4.89	5.29	5.73	7.44
10...	4.91	5.21	5.54	5.88	6.69	8.93
15...	5.67	5.92	6.37	7.17	8.28	...
20...	6.41	6.97	7.85	8.86	9.58	...
Tot. 20						
Yrs.	101.02	107.19	115.90	127.64	142.98	*76.13

Retirement Income 65—Male						
Pre.	30.20	35.90	43.80	55.10	72.30	157.90
1...	3.84	4.23	4.60	5.16	5.66	6.82
5...	4.37	4.72	5.13	5.60	6.16	8.37
10...	5.15	5.52	5.96	6.44	7.37	12.96
15...	6.09	6.46	7.06	7.97	9.12	...
20...	6.96	7.69	8.69	10.05	13.23	...
Tot. 20						
Yrs.	106.90	114.79	125.49	139.25	163.48	*91.15

Retirement Income 65—Female						
Pre.	32.30	38.60	47.20	59.70	78.70	173.60
1...	3.87	4.28	4.66	5.23	5.76	7.07
5...	4.42	4.79	5.23	5.72	6.31	8.70
10...	5.24	5.64	6.11	6.65	7.62	14.36
15...	6.24	6.66	7.31	8.26	10.03	...
20...	7.17	7.96	9.00	11.00	14.52	...
Tot. 20						
Yrs.	109.09	117.63	129.06	144.91	173.05	*97.48

*Total dividends at maturity.

Bankers Union Life New Rates

Bankers Union Life of Denver is adopting new premium rates on the participating risk contracts and non-participating ordinary life and 20 payment life as shown herewith.

Annual Rates Per \$1,000

Age	aPref. Risk Ord. Life		bPref. Risk 20-Pay. Life	
	Prem.	*Dis.	Prem.	*Dis.
15.....	\$13.93	\$0.34	\$21.66	\$0.27
20.....	15.27	.39	23.47	.31
25.....	16.98	.45	25.66	.37
30.....	19.18	.54	28.26	.43
35.....	22.28	.67	31.54	.56
40.....	26.49	.89	35.68	.78
45.....	32.08	1.19	40.89	1.21
50.....	39.51	1.65	47.55	1.75
55.....	49.41	...	56.27	...
60.....	62.69	...	68.04	...

*Waiver of Premium disability rate.
aApply also to non-participating ord. life.
bApply also to non-participating 20 payment life.

ment from any one source instead of to total payments on any one life. Single premium life policies will not be issued at greater than age 66 even though accompanied by an application for a life annuity.

Mr. Howell said Prudential will consider group annuity applications from clients with whom negotiations are under way, if received with binding check prior to Jan. 1, for installation not later than Feb. 1, and if such plans are otherwise acceptable.

Columbus Mutual Is Making Changes

Columbus Mutual Life has increased its policy dividends 15 percent effective Jan. 1, brought out a number of new contracts and withdrawn several for which there was little demand. There also has been a slight revision of considerations for annuities. The single premium cash refund annuity was discontinued and replaced with the refund annuity or installment refund annuity.

The five and 10 year term policies were changed, both now being non-renewable, but convertible within three years and seven years, respectively. The term to age 60 was withdrawn, being replaced by term to age 65.

After Jan. 1, all Columbus Mutual's new policies issued will be on 3 percent reserve basis instead of 3½ percent as now. This will result in increase in the non-forfeiture benefits and all policy values. The company will pay 3 percent interest on premium deposit funds instead of 3½ percent as heretofore.

In addition to the new term to age 65, there are being brought out the paid up life at 85, which replaces the endowment at 85 that is being discontinued; three paid up life contracts at ages 55, 60 and 65; child's ordinary life and endowment at age 60.

The new policy forms that will be (CONTINUED ON LAST PAGE)

Prudential Curtails Annuity Issue

The issuance of group annuities will be discontinued Jan. 1 by Prudential, it was announced to the field force by Valentine Howell, vice-president and actuary. This action was taken because of the low investment yield on securities available on the present market and the consequent necessity to limit the sale of contracts involving an investment element.

Other restrictions in the sale of certain contracts and aggregate amounts were announced. Mr. Howell stated individual contracts may not be used after Jan. 31 for underwriting pension plans. Retirement annuity contracts especially may not be written on salary allotment basis. The total of retirement annuity and endowment contracts written on employees of a concern if the employer is to pay a substantial portion of the premium, must not exceed an aggregate of \$100,000 over the contract's duration.

Prudential will construe the present maximum single premium for insurance and annuities (including discounted annual premiums), to apply to total pay-

A TRIBUTE TO INDIANAPOLIS LIFE REPRESENTATIVES

While the Indianapolis Life Insurance Company, a Legal Reserve, Mutual Company, has always enjoyed a low lapse ratio—

1940 HAS SET A NEW RECORD in this respect in addition to being a splendid year from other viewpoints.

A LOW LAPSE RATIO INDICATES, among other things, PROPER SELLING BY COMPANY REPRESENTATIVES—especially with a Company the size of the Indianapolis Life (organized in 1905).

WE PAY TRIBUTE to the Company's splendid agency staff. Quality business means greater profit for the man in the field, as well as for policyholders as a whole.

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INDIANAPOLIS, INDIANA

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Sales Ideas and Suggestions

Timely National Defense Program Sales Approaches

Life agents always get good results by capitalizing on rate and contract changes because they are stirred to action by having something new to talk about.

With the new national defense program occupying the public mind, the Penn Mutual Life suggests two timely approaches to give agents a new message to tell prospects and old policyholders who will now need greater life insurance coverage in light of present day conditions.

High Tax Approach

The "high tax" approach goes as follows:

"Mr. Penn, one thing on which we will all agree is that this country needs, and is embarked on, a defense program. This must necessarily cost us money, which we all, as good citizens, are willing and anxious to pay. But, we also must realize that this cost, added to the already great debt of the country, indicates heavy taxation in the future. Even if we are fortunate enough to earn substantial sums of money, it will be very difficult to set aside any great part of it. This presents the problem to men of creating estates for themselves and their families.

"For instance, in order to provide \$100 a month income, it would be necessary to accumulate \$40,000. To do this, it would take a great deal of time, and it would be very difficult to do. With this in mind, the life insurance companies have devised simple ways of providing such income—especially for younger men with growing families—and I came to tell you about it. Before I do, I should like to ask you a few questions—"

(Then go into the minimum income or small program sales talk.)

Capitalize on Better Business

With general business prospects stimulated by vast defense expenditures, this approach is suggested:

"Mr. Penn, now that we have entered into this defense program, business will be revitalized—certainly for a period of time. There is every indication that

over the next four, five or 10 years there will be great potential opportunities for making money again. You are experienced in your line—you have gone through eight or 10 years of hard struggle—and now you will undoubtedly capitalize on that experience. If you live, your family will share your success. Why not insure that potential earning power to them? In any event, why not buy a substantial block of insurance today, so that if, by some unforeseen situation, you are not here to capitalize on the hard work you have done, at least your family will receive some benefit.

"Undoubtedly as the defense program takes shape, business must become better. But, it will have to adjust itself to the variety of situations which must necessarily occur under such an economic development. If there ever was a time when brains and experience in business were vital and important to a business, it is today.

"Upon due consideration, you probably will feel that it is vitally important to insure yourself, and your associates,

in order to guarantee the greatest possible result to your business, even though something unforeseen may take place and some responsible, experienced and valuable person in your business were suddenly taken out of the picture.

"In view of this situation, many concerns are working out business insurance programs to guarantee their potential profits—and many who already have business insurance, are considering their entire insurance set-up, and adapting it to their present day needs."

Knowledge of Product and Belief in Value Essential to Successful Salesman

ROCHESTER, N. Y.—Discussing salesmanship in life insurance at the luncheon meeting of the Rochester Life Underwriters Association, C. O. Fischer, vice-president Massachusetts Mutual Life, stated that knowledge of the product and sincere belief in its value to the client are of great importance. Without these essentials the underwriter cannot hope for success. Under the topic "If I Were a General Agent," he outlined lessons learned during 21 years as general agent and discussed agency building practices.

He said that appeal to both emotion and logic are necessary. The prospect

Changes in Man's Life Make Him a Prospect

Charles E. Craven, educational director of Continental Assurance, spoke before the Madison, Wis. Association of Life Underwriters on "Prospecting." Quoting from a survey made of the work habits of over 300 agents of one company, Mr. Craven said that there was more relationship between an agent's ability to prospect and his success in the life insurance business than any other single factor. "Changes in a man's life make him a prospect, and plenty of prospects result in sales."

"Every contact results in a sale of business, a sale of one's self, or no sale," Mr. Craven said. The agent succeeds if he accomplishes either of the former. In the first case, he profits from the commission on the sale, and in the second case, he can profit if he secures additional leads.

The following formula was advanced as a means of securing prospects: "Ask your center of influence about specific people." Child, home, advancement, newlyweds, graduates, estate, strangers, professional men, relatives, organizations, sports, playmates, employers, competitors, tradespeople, schoolmates.

must be led to wish for the advantages which life insurance will give to him and his family. In addition, he must justify to himself the expenditure of the first premium and future premiums.

Stress Hazard of Delay

Motivating stories portraying life insurance in action for a family, and in contrast the precarious situation of a widowed mother and her children without financial security, Mr. Fischer said, serve as the emotional appeal. But this is not sufficient. The hazard and expense of delay in buying life insurance must be stressed.

Mr. Fischer said that many salesmen, after a splendid presentation, neglect asking the prospect again and again to buy. They are weak in closing. Their situation, he said, can be likened to a theatrical director who would cast his play, rehearse his cast, advertise the show, then fail to turn on the footlights when the curtain rises.

FACT FILE INFORMATION

Financial Status of Those Over 65 in U. S.

The social security board has made an analysis of the financial status of 7,816,000 persons age 65 or over in the United States. Over 5,000,000 or 65 percent are objects of charity in one form or another while the 35 percent who are independent, 1/4 are pensioned in one way or another. Of the 5,070,000 that are dependent, 1,590,000 are supported wholly or partly by public or private social agencies while 3,480,000 are dependent on friends or relatives. The following analysis shows the sources of income for the 2,746,000 persons over 65 who are independent:

Current Earnings	1,000,000
Savings, Real Estate and Securities	1,172,000
Federal Pensions	104,000
State Pensions	24,000
Municipal Pensions	42,000
Private Industrial Pensions	150,000
Trade Union Pensions	10,000
Other Private Pensions	25,000
Insurance Annuities	204,000
Other Miscellaneous	15,000

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AND
ARE AMBITIOUS TO BUILD OWN AGENCY
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Philadelphia, Pennsylvania

Aggressively Developing State of Illinois Offering Unusual Agency Opportunities

Liberal First Year Commission and Non-forfeitable
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Assistance in the Field

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WM. J. ALEXANDER, President
An Old Line Legal Reserve Company—Established 1895
45 Years of Continuous Faithful Service
to Policyholders

Writing Complete Line of Modern Policies with
All Standard Provisions
Ages (0-60)

Double Indemnity — Disability — Non-Medical
Modern Juvenile Contracts Full Benefits Age 5

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POLICIES

(CONTINUED FROM PAGE 18)

used for all new issues incorporate a number of minor changes and rearrangement of material primarily for clarification. The contestable period has been extended and provision made for disposing of dividends upon policy lapse. Settlement options undergo no basic change other than made necessary by the change of guaranteed interest rate to 3 percent. Illustrative premium rates for the new contracts and the new dividend scale are:

PREMIUM RATES PER \$1,000

Age	Life P. U. Term	Paid Up Life at 65	Paid Up Life at 55
20.....	\$17.88	\$13.24	\$18.55
21.....	18.27	13.45	19.30
22.....	18.67	13.68	19.78
23.....	19.09	13.92	20.28
24.....	19.54	14.17	20.82
25.....	20.01	14.42	21.37
26.....	20.49	14.69	21.97
27.....	21.01	14.97	22.60
28.....	21.55	15.27	23.26
29.....	22.12	15.58	23.97
30.....	22.71	15.90	24.72
31.....	23.33	16.24	25.51
32.....	24.00	16.60	26.37
33.....	24.69	16.98	27.27
34.....	25.43	17.37	28.23
35.....	26.19	17.79	29.26
36.....	27.01	18.22	30.37
37.....	27.88	18.69	31.54
38.....	28.80	19.18	32.82
39.....	29.75	19.69	34.18
40.....	30.78	20.24	35.67
41.....	31.87	20.82	37.27
42.....	33.02	21.43	39.00
43.....	34.24	22.08	40.90
44.....	35.54	22.77	42.97
45.....	36.92	23.51	45.21
46.....	38.40	24.29	47.63
47.....	39.96	25.13	50.23
48.....	41.63	26.02	53.01
49.....	43.41	26.97	55.97
50.....	45.32	27.97	59.11
51.....	47.34	29.04	62.43
52.....	49.49	30.17	65.94
53.....	51.79	31.37	69.65
54.....	54.25	32.64	73.57
55.....	56.88	34.00	77.70
56.....	59.68	35.44	82.04
57.....	62.69	36.97	86.59
58.....	65.90	38.59	91.35
59.....	69.35	40.30	96.33
60.....	73.05	42.10	101.54

Age	Prof. Risk Ord. Life \$5,000	Ord. Life Red. Prem. 1st 5 Yrs.	20-Payment Life	End. Age 65	20-Year End.	Blindfold, Guar. at 65, Male
15.....	7.25	9.94	24.56	17.30	46.31
20.....	79.25	9.94	25.55	18.46	46.50
25.....	89.05	11.16	26.74	20.83	46.86	127.65
30.....	101.45	12.74	27.98	23.90	47.36	148.85
35.....	117.55	14.79	29.37	27.98	48.07	177.20
40.....	138.60	17.53	30.92	33.57	49.12	216.55
45.....	166.85	21.28	45.24	41.52	50.78	272.70
50.....	205.40	26.52	52.34	53.54	53.90	359.10
55.....	258.45	34.00	62.10	58.15	50.46	504.60
60.....	332.10	45.94	75.94	65.70	794.75

aPremium doubles end of five years.
b\$1,000 ins. or cash value, if greater, and \$50 mo. inc. for 10 years. At maturity \$50 mo. life inc. Maturity value \$7,600.

Dividend End of Year

Age	1	5	10	15	20	Av. 20 Yrs.
20.....	18.45	19.25	20.40	22.00	23.60	20.75
25.....	18.60	19.50	21.15	22.85	24.30	21.35
30.....	18.70	20.10	21.85	23.40	24.90	21.90
35.....	19.20	20.65	22.25	23.80	25.85	22.40
40.....	19.40	20.65	22.30	24.50	27.40	22.85
45.....	19.25	20.65	23.00	26.20	32.70	24.15
50.....	18.95	21.05	24.55	31.75	40.50	27.15
55.....	18.80	22.50	30.75	39.85	49.30	32.40
60.....	20.60	29.40	40.15	51.25	60.95	41.25

ORDINARY LIFE

Age	5	10	15	20	Yrs.	Av. 20 Yrs.
20.....	2.97	4.90	5.22	5.54	3.88	4.57
25.....	3.04	5.25	5.58	5.88	4.07	4.84
30.....	3.23	5.66	5.97	6.27	4.36	5.18
35.....	3.40	6.09	6.41	6.82	4.67	5.56
40.....	3.48	6.59	7.04	7.63	4.97	6.04
45.....	3.31	7.35	8.01	9.38	5.20	6.72
50.....	3.61	8.55	10.11	11.82	5.89	8.09
55.....	4.17	11.24	13.25	15.33	7.30	10.38

20 PAYMENT LIFE

Age	1	5	10	15	20	Yrs.	Av. 20 Yrs.
26.....	3.59	3.96	4.53	5.26	6.08	4.69
25.....	3.71	4.14	4.83	5.59	6.45	4.96
30.....	3.89	4.42	5.12	5.88	6.82	5.25
35.....	4.21	4.73	5.42	6.23	7.32	5.59
40.....	4.55	5.02	5.74	6.69	7.99	5.98
45.....	4.88	5.38	6.22	7.37	9.13	6.55
50.....	5.31	5.93	6.97	8.75	10.53	7.49
55.....	5.94	6.84	8.71	10.68	12.23	8.96
60.....	7.21	9.07	11.30	13.42	14.25	11.32

20 YEAR ENDOWMENT

Age	1	10	20	Total C.V. and Div. 20 Yrs.
20.....	4.29	6.35	9.71	11.80
25.....	4.33	6.47	9.82	11.82
30.....	4.47	6.59	9.98	11.86
35.....	4.70	6.69	10.18	11.90
40.....	4.95	6.83	10.48	11.96
45.....	5.18	7.09	10.91	12.04
50.....	5.51	7.59	11.54	12.19
55.....	6.08	9.09	12.48	12.50

A slight increase is being made in dividends for 1941 on 3½ percent policies now in force.

National Life's I. & I. Contract Is Revised

National Life of Vermont retirement contract known as insurance and income has been changed to carry \$1,500 insurance per unit of \$10 monthly income. Maturity values were increased because of the recent change in annuity and settlement option tables. These two structural changes naturally require higher premiums and produce larger surrender values throughout. New premiums and maturity values are shown in the accompanying table.

Age	Age 60 Male	Age 55 Male	Age 60 Female	Age 55 Female
10.....	\$ 28.57	\$ 25.61	\$ 36.26	\$ 30.52
15.....	32.87	28.55	42.22	34.77
20.....	37.90	32.28	50.16	40.31
25.....	44.61	37.14	61.06	47.70
30.....	53.81	43.60	76.73	57.82
35.....	66.98	52.46	100.67	72.36
40.....	87.03	65.08	141.05	94.51
45.....	120.60	84.19	222.18	131.70
50.....	187.50	115.87	205.98
55.....	177.66

Pacific Mutual Cuts Rate on Advance Premiums

Interest to be allowed by Pacific Mutual Life on premiums paid in advance in 1941 has been fixed at 1½ percent. "Sound and conservative management dictates that the company should recognize the continued downward trend in interest rates," its announcement said. Regulations relating to the acceptance of advance premiums provide that the full amount of premium without discount will be required and that any premiums withdrawn, other than as the result of the death of the insured, will receive interest from the previous anniversary at ½ percent less than otherwise would have been allowed. Only five advance premiums on endowments of 15 years or less or on retirement annuities will be permitted, and no more than ten advance premiums on other contracts. Provision has been made that at the close of each calendar year the rate to be allowed for the succeeding year will be announced, and if during 1941 it appears that the amount of advance premiums on hand is becoming too great, the company may reduce the limits that will be accepted, both with respect to the number of payments and the amount. The rate of 1½ percent per annum will remain guaranteed through 1941.

West Coast Life Increases Its Annuity Rates

Due to continued low interest rates and improved mortality on the lives of annuitants, West Coast Life has announced an increase in premium rates for single premium life annuities, single premium cash refund annuities, annual premium retirement annuities, insurance with life income policies, family income and retirement annuity policies, effective Jan. 10.

The new single premium life annuity and single premium cash refund annuity rates are based on the 1937 standard annuity mortality table and 2½ percent interest. The annual premium retirement

annuity rates are affected only by a change in the mortality table from the American Annuity table to the 1937 standard annuity mortality table. The rate of interest for this plan remains at 3 percent as formerly, except that the accumulation of premiums will be at the rate of 3 percent instead of 3½ percent. For the first time cash values will be allowed under this contract beginning at the end of the first policy year.

As regards the insurance with life income plans, the change in premiums reflects the change in the annuity portion of the contract as the result of using the 1937 standard annuity mortality table in lieu of the American Annuity mortality table. There is no change in the interest rates assumed in the calculation of the premiums. Maturity values have been increased as follows: Maturing at age 50, \$2,074; at 55, \$1,870; 60, \$1,670; at 65, \$1,480. There is also an increase in cash values prior to maturity.

Mutual Benefit Continues Scale

The Mutual Benefit Life has announced that the dividend scale in use in 1940, including the rate of 3.5 percent applicable to settlement options and the dividend accumulation rate of 3.25 percent, will be continued during 1941.

Home Life Interest Payments

In the recent list of 1941 dividend actions, Home Life New York was listed as paying only the guaranteed rate of interest on policy proceeds left with the company and dividend accumulations. Actually, the company will pay 3½ percent interest on such funds during 1941.

Columbian National Increase

Columbian National Life announces that effective Jan. 2, it will institute a general increase in life insurance rates. The continued low rate of interest obtainable on new investments prompted the decision.

Homesteaders Life Jan. 1 will place all its new issues of policies on a 3 percent reserve basis.

Inflation-Fearing Farm Buyers Are Answered

(CONTINUED FROM PAGE 3)

not a cash outgo in order to hang on to the real estate.

"You are also asked, 'What is going to happen to the life insurance companies?' The record of life companies in the past should be a sufficient answer to this question. The life companies are stronger today than they have ever been. The real fundamental question is not what is going to happen to the life companies, but it is this: What is going to happen to the family of the man who did not own adequate life insurance? Why not take your prospect over to the city square and suspend a thread in front of a block of Vermont granite? Ask your prospect, 'Shall we worry

about the thread or shall we worry about the granite? The thread is your life; the granite is the strength of life insurance; and yet, when woven together, 60,000,000 of such threads are transformed into life insurance and can lift that granite to the top of a mountain.'

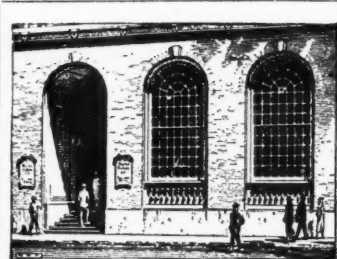
No Charge for Diversification

"Our entire investment portfolio and not our current purchases of securities is the key to our investment return. The purchaser today gets the advantage of our entire portfolio without paying an extra premium. Of what other institution can this be said? There is not a corporation or an individual financier in the world today who does not envy the institution of life insurance because of its strength and security. Life insurance is synonymous for strength, security and service.

"Your own enthusiasm and faith will decide whether or not you can persuade your prospect to provide the protection he needs. You have all the arguments on your side. On your side you have his better self, his aspirations, his love for his family, his desire to project his income into the future—all these things are yours to offer him. Why remain on the defensive?"

Security Mutual, Neb.—November new business increased 20 percent over the same period a year ago. Vice-president Hyde says a small gain in December will enable the company to reach its year's goal.

Increase your sales with "24 Men in 24 Years." 8 copies for \$1. National Underwriter.



The Boston Mutual LIFE INSURANCE CO.

is an old New England company of high character and standing. It is known for its conservative management and strength. It has just completed its fortieth year as a legal reserve company.

JAY R. BENTON, President
EDWARD C. MANSFIELD,
Secretary-Treasurer

HOME OFFICE
Boston, Mass.

LIFE

SELL THEM WHAT THEY WANT

ACCIDENT HEALTH

Sell the public what it wants—complete personal protection. You can build a good volume with the Federal Life and Casualty's accident—health—life protection for both men and women and juvenile life for children. Territory open in 30 states.

FEDERAL LIFE AND CASUALTY CO.

DETROIT - - - MICHIGAN

NEXT STOP ST. LOUIS!

AND MY STOP IS HOTEL Mayfair!
TOPS IN FOOD & SERVICE—AND RIGHT DOWNTOWN



What Makes A Millionaire \$UCCE\$\$FUL ?

A special "Information Please" program featured the "Million Dollar Round Table" session at the National Association of Life Underwriters meeting in Philadelphia with 12 members answering pertinent questions on sales methods asked by Chairman Henry G. Mosler, Massachusetts Mutual Life, Los Angeles. A wealth of ideas covering various aspects of selling were brought out in the short direct-to-the-point answers by the country's leading producers.

The National Underwriter has reprinted the questions asked the "millionaires" with their complete answers in an attractively bound, 16-page booklet, made to fit a regulation No. 10 envelope, entitled "What Makes a Millionaire Successful?"

No matter what other material you may be sending your agents don't deny them the privilege of knowing what the top flight producers of the country are saying and the arguments that they are using to close their business. The sales methods used by these leading life underwriters must be good as proven by their records. Nowhere else will you find the complete answers to the arguments and methods used by the "millionaires" in a single publication devoted to them exclusively.

Every company, general agent and manager will certainly want to put one of these valuable booklets containing the sales ideas of the million dollar producers in the hands of every one of their agents. The questions, as well as the answers, are given in plain, everyday language and will be easily understood and appreciated by each person who receives a copy.

Order a supply now. Prices shown on convenient order coupon below.

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Please send us copies of the booklet "WHAT MAKES A MILLIONAIRE SUCCESSFUL?" @ ea. Total

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BY	2 to 24 Copies .29c ea.
ADDRESS	25 Copies15c ea.
CITY	50 Copies14c ea.
STATE	100 Copies13c ea.
	500 Copies10c ea.



Christmas 1940 will be long remembered by Jerry Morton. It marks an end and a beginning; the end of a year that has been his most successful one as a life insurance salesman—and the beginning of a new year that promises even greater achievement.

Bankers Life of Nebraska has furnished him with more helps than he ever thought existed. Its Life insurance policies provide the types of protection the modern insurance investor is looking for. The home office understands Jerry—and Jerry understands the home office.

Why shouldn't it be a Merry Christmas?

Bankers Life Insurance Co. of Nebraska
HOME OFFICE, LINCOLN — SINCE 1887



Personal Production

by a general agent is stressed in Western Life contracts. It assures a substantial income to the general agent and relieves him of the usual pressure for volume.

In 1939 a Western Life agency of three men paid for \$195,500, of which the general agent personally produced \$164,000. He earned \$3844.76 on first year commissions, \$1165 on renewals, \$751 in bonuses and an additional \$2427 from agency operations.

General agency openings in California, Oregon, Washington, Idaho, Montana, Utah and Wyoming. Look up our financial statement.

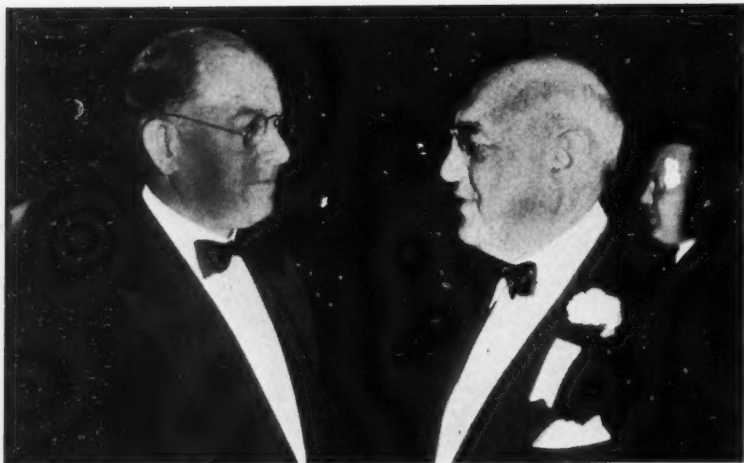
WESTERN LIFE
INSURANCE COMPANY
Since 1910

HELENA MONTANA

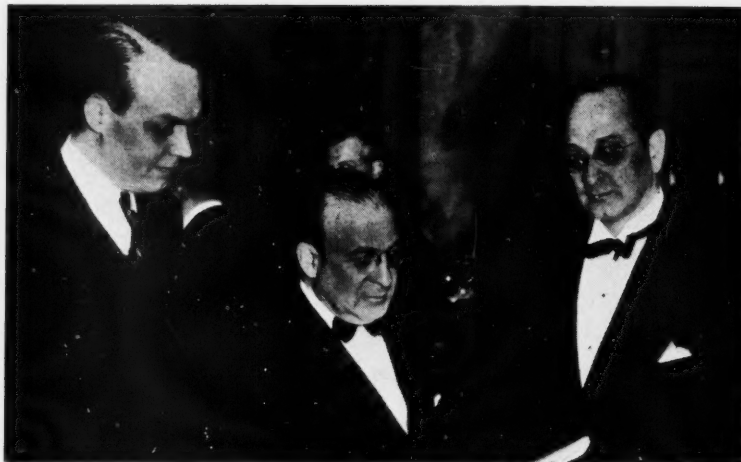
R. B. RICHARDSON
President

Assets \$14,903,973
Surplus \$2,350,000

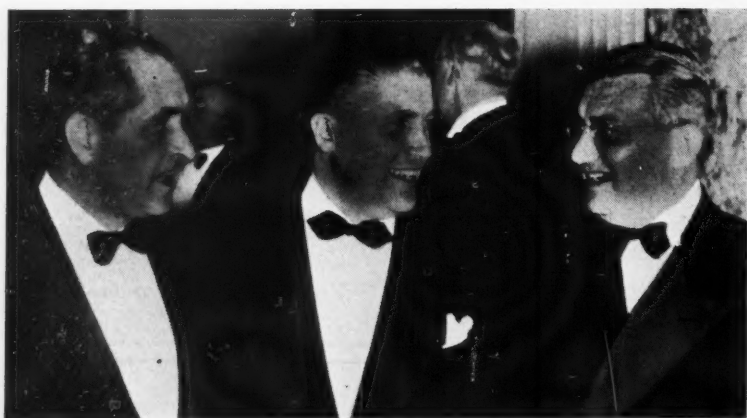
LEE CANNON
Agency Vice President



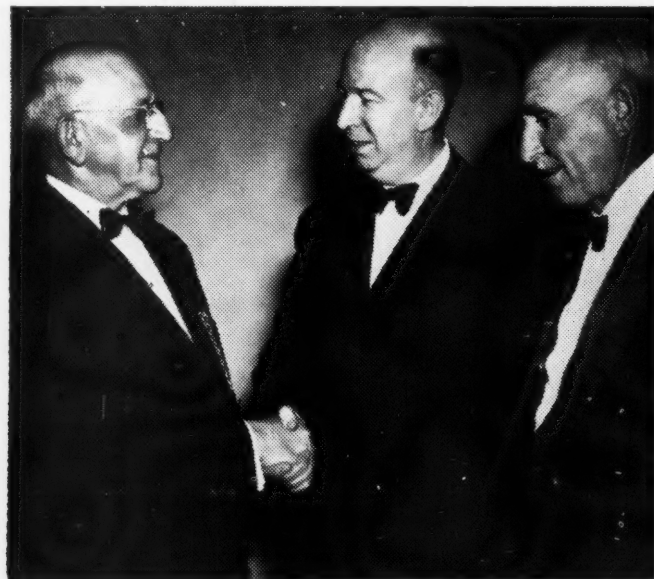
AT THE NEW YORK CITY LIFE MANAGERS' GRIDIRON DINNER:
President G. W. Smith of the New England Mutual and E. W. Allen, general agent New England, New York City. Mr. Allen is a former president of the managers' association.



C. C. Cooper, Jr., assistant agency secretary; Ben Hyde, general agent New York City; and E. Paul Hutteringer, agency secretary, all of the Penn Mutual Life, attend the New York City Life Managers' gridiron dinner.



A. V. Ott, A. P. Carroll, and J. V. Davis, all with the Equitable Society in New York City at the New York City Life Managers' gridiron dinner. Mr. Carroll is assistant secretary and Messrs. Ott and Davis are agency managers.



Samuel Berkman (left) was presented with a gold service medal in recognition of his 40 years of service with the Metropolitan Life by E. H. Smith, home office agency supervisor, at a banquet of Frank J. Manning agency in Peoria, Ill. Honor was also paid F. B. Chapman (right) who has completed 26 years of service. Mr. Smith and Mr. Manning paid tribute to both veterans. Mr. Berkman started with the Metropolitan in Alton and has worked in several Illinois cities.



A large group representing the National Association of Insurance Commissioners went to the East Bronx with officials of Metropolitan Life and made inspection of Parkchester.



Besides being a leading producer for the Illinois Bankers Life, J. Frank Wilson, Harrisburg, Ill., general agent, knows a thing or two about hunting, as this photograph reveals. He is shown standing at the right, behind the head of a moose he shot five miles back in the mountains from Bachawana Bay, 100 miles from the last habitation on the north side of Lake Superior. Sharing the limelight in the picture is another hunter, L. A. Wasson.

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